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JAN 22 1952

PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 63 NEW YORK, U.S.A., MONDAY, APRIL 2, 1951 TEN CENTS

New Bids for Tax Hikes Are Not Expected

Fiscal Improvement Is Reported As One Reason

WASHINGTON, April 1.—Secretary of the Treasury Snyder is slated to return to testify before the House Ways and Means Committee tomorrow, with all signs pointing away from any new requests for tax increases.

Treasury and House Committee officials said they expected Snyder to say only that the $10,155,000,000 which he requested in February was still badly needed, but that no additional tax boosts were necessary. He is expected to back up this argument by declaring that spending has run behind earlier expectations, while higher income levels have boosted tax revenues under existing laws.

The Committee is slated to start

(*Continued on page 2*)

Krim to Coast for Producer Confabs

Arthur B. Krim, United Artists president, left New York on Friday for Hollywood where he will negotiate with independent producers for the delivery of pictures for release this year, and confer on productions planned for 1952 release. Matthew Fox, company trustee, will follow Krim to the Coast this week.

During their Coast visit, Krim and

(*Continued on page 4*)

Columbus Theatres To Test 8:30 Shows

COLUMBUS, O., April 1.—Twenty-two neighborhood theatres of the Academy Theatres, Fred Rowlands Theatres, H. and S. Theatres and the Miles Circuit, comprising more than half of all local suburban houses, will launch on April 8 a 60-day trial of a "main feature at 8:30 P. M." policy. The trial resulted from a suggestion

(*Continued on page 2*)

14 'IA' Studio Unions To Vote on New Pay Pact

HOLLYWOOD, April 1.—Fourteen IATSE studio locals will hold individual membership meetings between now and April 16 to decide whether to accept or reject a new voluntary wage increase offered by major producers at the unions' behest. The previous offer, proposing a 10-cent hourly wage increase and a cost-of-living formula, failed to receive unanimous approval by the locals due to the producers' stipulation that the contract reopening date, which is October this year, be postponed two years if the increase were accepted. The new offer was advanced by majors when the unions sought relief from its all-or-none condition, so that individual locals could accept if they chose.

Extensive changes and substantial concessions have been made by the studios in their new offer, but the all-or-none rule still holds. The studios agreed, however, to shorten the contract-reopening postponement stipulation from two years to one. In addition to a flat 10-cent hourly increase offered, the studios now of-

(*Continued on page 2*)

Citations for Seven B'nai B'rith Members

New York's Cinema Lodge of B'nai B'rith will observe "Presidents' Night" at the Hotel Astor here tomorrow evening with Tony Martin being a guest of honor, Albert A. Senft, president, announced.

(*Continued on page 2*)

Phonevision Test Ends; Results Seen Like Theatre TV's

By DAN BLUE

CHICAGO, April 1.—The 90-day test of Phonevision, Zenith Radio's pay-as-you-see television system, ended here last night with impartial observers almost uniformly agreed that no decisive conclusions can be drawn, other than what was known even before the test was conducted, to wit:

The public will buy certain types of exclusive television programs that cannot be had elsewhere for free.

But, observers point out, it was not Phonevision but large screen theatre television experiments that demonstrated the same thing earlier.

The Phonevision test, it is further

(*Continued on page 2*)

Perlman to Liquidate Playdates for U.A.

The appointment of Rube Perlman as United Artists special home office representative in charge of playdate liquidation, effective today, was announced at the weekend by William J. Heineman, distribution vice-presi-

(*Continued on page 2*)

OHIO HAS COMPROMISE BILL FOR SCREEN SPORT TELECASTS

COLUMBUS, O., April 1.—A compromise bill, through which theatres may be able to televise Ohio State and other college football games, has been submitted to the state government committee of the Ohio House of Representatives. The bill, submitted by Rep. Kline Roberts, Republican of Franklin County, is a combination of three measures introduced earlier. These would require Ohio State to televise all of its games and require all state-supported schools to televise athletic events for home viewers if theatres are permitted to show the games.

The Kline bill, to be acted on Wednesday by the committee would require Ohio State trustees to seek written consent of each school on Ohio State's football schedule to telecast a game. If such consent is obtained, the trustees "may" direct the university to contract for televising the game. The contract would call for "the viewing of said games by the greatest number of people in Ohio." The law would be effective through Jan. 1, 1953.

Meanwhile, WLWC, local Crosley video outlet, said it will telecast "some" of the home games of the Columbus Red Birds baseball team.

FCC's 'Films For TV' Stand Irks Industry

MPAA May Call TV Meeting This Week

The Federal Communications Commission's broad warning that only those film companies that make their product and talent available to television can expect favorable action on requests for video facilities has provoked widespread resentment in industry circles here.

So disturbed over the FCC attitude were high industry figures that it is reported that the Motion Picture Association of America plans to call a meeting of its television committee this week in Washington.

"The FCC is attempting to blackjack the motion picture industry in committing hari-kari," Harry Brandt, president of the Independent Theatre Owners Association of New York, said on Friday. "Motion picture stars,

(*Continued on page 2*)

Einfeld to Make Goodwill Tour

Extending film industry goodwill relations, Charles Einfeld, vice-president of 20th Century-Fox, will leave here Thursday on a tour of South America to promote the slogan, "Movies Are Better Than Ever."

"Einfeld's trip will be made in the same spirit and with the same purpose as his European tour last year, when he met with governmental and

(*Continued on page 2*)

Minneapolis Owners Probing Clearance

MINNEAPOLIS, April 1.—A committee of independent exhibitors has been formed here to probe the alleged "tampering" of clearances by distributors. Henry Greene is chairman of the committee. Other members are Charles Rubenstein and Martin Lebedoff. The latter operates a 28-day stand. Rubenstein 35 days, and Greene 42-day and 56-day houses.

1950 ACADEMY AWARDS ISSUE

Personal Mention

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by BERNARD LEVY, his assistant, and ALBERT SICIGNANO, administrator, will leave here today for Cincinnati to meet with SELIG J. SELIGMAN, general manager of Northio Theatres, Inc.

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JOSEPH WALSH, head of branch operations for Paramount Pictures, left here at the weekend for a tour of West Coast branches.

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ARTHUR LUBIN, dirccter, will arrive here from the Coast April 6 en route to Europe.

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HERBERT HORN, RKO Pictures general manager for Germany, has arrived here for home office conferences.

•

ALEX GORDON, publicity director for Renown Picturcs of America, will leave here for Washington today.

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BEN LORBER, head of Universal Pictures' insurance department, left here at the weekend for Hollywood.

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AL KAHANS, M-G-M manager of Thailand and French Indo-China, is visiting here.

•

GEORGE SEATON, producer, arrived here at the weekend from the Coast.

•

GEORGE STEVENS, producer-director, will arrive here from the Coast today.

Einfeld Tour

(*Continued from page* 1)

film industry leaders on plans for revitalizing and introducing new showmanship techniques abroad," the company stated.

The South American tour is being made at the behest of exhibitor organizations and governmental agencies which have asked Murray Silverstone, president of 20th Century-Fox International, for first-hand information of showmanship methods utilized in the United States, it was said.

Einfeld will also visit all 20th-Fox branch offices on the Southern continent, bringing with him details of the company's forthcoming major product line-up.

14 Studio Unions

(*Continued from page* 1)

fer, additionally, a $7 weekly increase to workers in the minimum category who work "on call," as well as full pay for six annual holidays, not worked, to daily workers who are not employed 50 weeks during the year.

'Kon-Tiki' Benefit Bow

Ambassadors, United Nations and consular dignitaries, military and social leaders will attend the benefit premiere of "Kon-Tiki" at the Sutton Theatre here this evening as guests of The American Seamen's Friend Society.

FCC's Stand

(*Continued from page* 1)

stories and films are available to television if they are willing to pay the price."

The text of the FCC policy statement was studied carefully over the weekend by the companies involved but most upper-echelon executives declined to comment on it on Friday, evidently fearing that frank expression of highly-charged feelings might react unfavorably.

The FCC, without passing on whether the refusal of the use of theatrical films on television constituted a violation of anti-trust laws, declared that it considers this "to be relevant in determining the qualifications of applicants" for television stations.

Asked if such an attitude by the FCC is extra-legal, one high-ranking film company attorney said, "Extra-legal? It's blackmail." Other lawyers, however, said that there is nothing to prevent the Commission from making decisions on licenses by its own criteria.

Reports from Washington said that some exhibitor groups there saw the Commission's action as an attempt to force the producers to make films available to television instead of theatre exhibition.

However, attorneys in Washington pointed out that the companies applying for television facilities had won a victory on one front. They had asked the FCC not to adopt a blanket policy in dealing with past anti-trust violators but to handle each case on its merits. This the FCC agreed to do, though warning that a record of anti-trust violations would weigh heavily against film companies.

The Washington attorneys felt that industry concern over the FCC's "gratuitous remarks" on film-television competition was "making a mountain out of a molehill."

Apparently the FCC statement on television station applications will not necessarily have any bearing on pending hearings and applications for theatre television. Theatre TV, it is pointed out, will open up a new branch of television and will increase, rather than lessen competition.

B'nai B'rith

(*Continued from page* 1)

Seven Cinema members will be presented with B'nai B'rith citations by Cinema Lodge past presidents Alfred W. Schwalberg, Arthur Israel, Jr., Irving Greenfield, Adolph Schimel, Jack H. Levin, Robert M. Weitman, S. Arthur Glixon and Saul E. Rogers. Those receiving citations will include Leo Jaffe, Henry Randel, Myron Sattler, Richard Malkin, Milton Livingston, Jack Weissman and Robert K. Shapiro.

Perlman

(*Continued from page* 1)

dent. Perlman will leave on a tour of UA exchanges within the next few days to spur picture playoffs in all sales areas.

Perlman has been home office representative of David O. Selznick.

Phonevision

(*Continued from page* 1)

contended, has not demonstrated that Zenith's method is any more desirable in the merchandising of programs for which the television audience will pay money than is the theatre's large screen TV, Skiatron, or any other program marketing device that may be introduced in the future.

It may be months before Zenith has a complete report of the test to file with the Federal Communications Commission, presumably together with its application for the licensing of Phonevision on a regular commercial basis. An FCC decision on such an application undoubtedly would be a long time in coming, inasmuch as lengthy hearings on the matter first are likely to be scheduled.

The delay in filing a report on the test was forecast and explained yesterday by Dr. Shirley Star, study director of the National Opinion Research Center here, which has been retained by Zenith to analyze the test. Dr. Star said the analysis will "take a mater of months, three or four at least."

Interviews to Begin

This week Dr. Star's staff will begin personal interviews, each one hour and a half long, with the 300 Phonevision test families. The manner of questioning to be used, she said, has been carefully designed.

Personal interviews one hour in length also will be conducted with a group of families in the Lake View-Lincoln area here, to which the test was confined, and who had applied for participation in the experiment but were not selected. Also to be interviewed are families throughout the city that own TV sets but were not in on the test, and families who do not own television sets.

The sets used in the experiment were supplied by Zenith. Test families paid $1 for each film program ordered but there was no penalty, and there can be none, for those among them who do not pay their bill. Orders for the film programs remained fairly steady at around 22 per cent of the total possibilities for the entire three months of the experiment. All national film distributors except Universal, United Artists, Republic, Eagle Lion Classics and Monogram contributed pictures at least two years old for the experiment after "suggestions" from the Department of Justice following Zenith's inability to get the product on its own.

Theoretically, film distributors would get half of the Phonevision dollar, Zenith 25 cents and the phone company 25 cents for providing the signal connection. An early Zenith estimate gave the average viewing audience for a $1 showing as 7.2 persons.

New Bids

(*Continued from page* 1)

executive session work on Wednesday. Members doubt that they will have a tax bill ready before early May, and the odds are that a bill will not go to the White House before late summer or early fall.

Newsreel Parade

PN1993 .M43

PRESIDENT AURIOL'S visit here, and fighting in Korea are highlighted in current newsreels. Other items include the A-bomb spies, the Senate probe and sports. Complete contents follow:

MOVIETONE NEWS, No. 27—President Auriol visits the U. S. Paratroopers trap Reds in Seoul. Atom-bomb spies found guilty. Senate crime investigation ends. U. S. speeds training plan. Sport flashes: boatrace.

NEWS OF THE DAY, No. 261—UN paratroopers in surprise attack. President Auriol welcomed to U. S. Crime investigation. Atom-bomb spies found guilty. Navy trainees ready. Sport flashes: racing.

PARAMOUNT NEWS, No. 64—President Auriol visit hailed by two nations. Senate crime probers praised. Tito's army shows strength as crisis mounts. Atom-bomb spies found guilty. Navy speeds training program. Korea flashes.

TELENEWS DIGEST, No. 13-B—Korea: Paratroops trap Reds. Senate probe. Films of the Shah of Iran. News from the sporting world: Stanley Cup inaugural.

UNIVERSAL NEWS, No. 443—President Auriol of France welcomed. Korea: speed drive to 38th parallel. More warships taken out of "mothballs." French troops in action in Indo-China. Sport flashes: basketball.

WARNER PATHE NEWS, No. 66—President Auriol in the U. S. Di Salle announces price ceilings on food. Atom-bomb spies found guilty. Lace fashions. "Mothball-Navy" back in action. Sports: tobogganing, basketball.

Fanchon & Marco to Enter Video Field

HOLLYWOOD, April 1.—Fanchon & Marco has announced the formation of Fanchon & Marco Television Productions for the purpose of entering the television field on a commercial basis, and disclosed the appointment of Jeffrey Lazarus, pioneer exhibitor and studio executive, to manage the new company.

The company will produce and package television programs patterned after the elaborate F. & M. stage shows which toured the nation's motion picture theatres several years ago, and contracts have been closed with the William Morris Agency to represent the new concern in the television market. Whether the shows will be filmed originally or telecast "live" has not been determined, although the former is considered the more probable course.

Columbus Theatres

(*Continued from page* 1)

by Norman Nadel, theatre editor of the *Columbus Citizen,* who commented that the present system of starting main features at 7:00 P.M. and 10:30, works a hardship on many patrons.

The trial schedule will be used every night except Saturdays. The second feature will go on at 7 P. M., with a single showing of the main feature starting between 8:15 and 8:30, followed by a final showing of the second feature. Theatres participating include the Avondale, Beechwold, Boulevard, Champion, Cleve, Dixie, Drexel, Esquire, Grandview, Hollywood, Hudson, Indianola, Lane, Little, Livingston, Main, Northern, Old Trail, Parsons, University, Victor and Westmont.

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"THE BEST ACTRESS
OF THE YEAR"

JUDY
HOLLIDAY

in Columbia's

BORN
YESTERDAY

THE BEST GROSSER
OF THE YEAR



Eighth Drive-in Opens in Chicago

Chicago, April 1.—Another drive-in opened in the Chicago area at the weekend, the 66 Drive-in, on route 66. Unlike the seven other outdoor theatres now in operation here, the 66 is playing fourth or fifth week of subsequent-run and is double featuring. The other drive-ins are playing first or second week of subsequent-run and all are single featuring.

Farnol, Goldenson, Weitman Aid Drive

Lynn Farnol, press and public relations consultant, has been named publicity chairman of the 1951 campaign for the Cerebral Palsy Society of New York. Leonard Goldenson and Robert Weitman of United Paramount Theatres are also members of the local palsy group.

Campaign officers for the citywide drive were announced here at a press luncheon at which Peter Grimm, William A. White and Sons, who served as co-chairman of the 1950 citywide campaign, formerly turned over the general chairmanship for 1951 to Howard S. Cullman, chairman of the Port of New York Authority. Aiding Cullman in the formation of a commerce and industry section will be Edward M. Douglas, vice-president of International Business Machines, Grimm, Goldenson and Weitman. Goldenson is also president of United Cerebral Palsy Associations. Spearheading the women's division are Jinx Falkenburg McCrary and Jane Pickens.

Sullivan's Drive Group Is Expanded

Arlene Francis, screen and television star, John Cameron Swayze, WNBT news commentator, and Paul Whiteman, ABC vice-president, have joined Ed Sullivan's artists committee of the second annual "Michael Awards" dinner of the Academy of Radio and Television Arts and Sciences, it is reported by Leonard H. Goldenson, president of United Cerebral Palsy.

Proceeds of the event will be donated to United Cerebral Palsy's May campaign for $5,000,000 to pay for medical research and clinics. Scheduled to be held at the Waldorf Astoria, New York, on May 7, the dinner is expected to draw more than 2,000 representatives of the radio-television industry. "Michaels" are radio-television's counterpart of the Hollywood "Oscar."

Zatkin Enters B'way Field with Gotham

The Gotham Theatre here has been acquired by Israel Zatkin, general manager of the Land Circuit, who reports that the house will be completely renovated for reopening late this month. The theatre lease, held by Brandt Theatres, expires today; the property is owned by the Shubert interests. The acquisition marks Zatkin's entry into the Broadway first-run field.

Zatkin said Hollywood pictures will be shown at the house, which also will be available for "art house" films.

1950 Academy Awards

A RATHER special order of commendation and distinction accompanies the Academy of Motion Picture Arts & Sciencies twenty-third annual awards for the production community's top achievements of 1950, bestowed at the Pantages Theatre in Hollywood last Thursday night.

During 1950 the motion picture capital was settling into a new economic order, in which new values, new standards and new necessities were dominant influences.

The new order had been dictated by declining motion picture theatre attendance and the ascendancy in significance of new forms of competition with the motion picture for the leisure time and entertainment budget of the public. Adding to the disturbed economy of the industry were the operating upheavals dictated by court decrees and the artificial restraints and barriers imposed upon the industry's export trade the world around.

Stringencies and frustrations such as these were not, of course, of 1950 origin or first perceived then. However, many of their effects and much of the full influence of the measures brought to bear to cope with them came to be practically realized and applied in the Hollywood studios during the year past.

It is, therefore, to the especial credit of the industry's filmmakers that, working under new sets of rules and burdened with new responsibilities as well as the consciousness of their basic role in the disturbed economy of the industry, that they provided the theatre screens of the world with the high order of product and achievement that the 1950 Academy Awards served to spotlight last week.

•

It is true, no doubt, that the production capital still harbors waste and inefficiency and distorted egos which cling to the long since discredited belief that a multi-million dollar budget with which to begin work is more important than a clear conception of what ultimately is to appear on the screen. Yet surely Hollywood has made substantial progress in reducing the costly non-essentials from its basic operations and in weeding out of its productive pastures so many of its dream-world wastrels.

The significant thing is that in the transition period, during which Hollywood was learning that dollars are not unlimited and, even if they were, do not in themselves guarantee a studio of commercially successful product, its record of achievement was as substantial and distinguished as the bestowal of the 1950 Academy Awards reminds us it was.

The honored pictures either are already or show promise of becoming assured financial successes. The recognizedly superior talents which went into their making, and which also have earned Awards, are precisely in the new tradition of a high order of artistic achievement and, at the same time, of popular acceptability.

It is a clear and early demonstration that the economies imposed upon production and the business common-sense now being demanded of producers not only is not fatal but is not even antagonistic to the production of pictures of exceptional artistic merit which are at the same time sound commercial properties.

The producers, artists and artisans of Hollywood who have achieved their well-merited Academy recognition for their 1950 endeavors not only have proved themselves good risks for the future but have shown the way where others may follow.

•

As in the past, the Academy's board of directors displayed the good judgment and fine discernment which the industry is coming to expect of it automatically, in making its Special Awards.

Bestowal of the Irving G. Thalberg Memorial Award on Darryl F. Zanuck for the third time carries with it added distinction in that it has been voted to only seven individuals and in recent years was not bestowed at all. A year ago, at least, that was explained by the necessity of a two-thirds vote by the Academy's 24 directors. Feeling in the industry then was that, had the simple majority rule prevailed, as it did this year, the Thalberg Award would have been Zanuck's for 1949, also.

As it was, the 1950 Award was voted him "for consistent, high-quality production *in the last three years.*" (The italics are ours. They serve to underline what many believe to be an assuredly merited recognition, perhaps overdue, even though it has been his before.)

Certain to be as widely popular is the Special Award to Louis B. Mayer, seven times president of the Association of Motion Picture Producers, for his long and substantial years of contributions to the industry, and the Special Award to George Murphy of Screen Actors Guild for his tireless and far-flung work as a good-will ambassador for the industry.

SHERWIN KANE

Awards Pressbook For 20th's 'Eve'

A second exhibitor campaign book for 20th Century-Fox's "All About Eve," featuring the film's six Academy awards is being rushed into publication, it was announced here at the weekend by 20th Century-Fox. It is intended for use in the film's "unprecedented number of repeat bookings."

The special pressbook will contain new ads on the "Oscars" won by "All About Eve," its stars, its writer-director and its producer. Special publicity stories and mats on the awards will also be made available in the book, which will be published early this week, and will be distributed by 20th Century-Fox exchanges throughout the country.

Three Citations in Technical Field

HOLLYWOOD, April 1.—The Academy of Motion Picture Arts and Sciences' committee in charge of scientific and technical awards made only three presentations for achievements accomplished in 1950. The first, for the design and development of a multiple-image film viewer, went to James B. Gordon of 20th-Fox's camera department; the second, for the development of a multi-track magnetic re-recording system, was given to John Paul Livadary, Floyd Campbell, L. W. Russell and Columbia Pictures' sound department, and the third, for the first studio-wide application of magnetic sound recording to motion picture production, went to Loren L. Ryder and the Paramount studio sound department.

Krim to Coast

(*Continued from page* 1)

Fox are expected to be the guests of the Society of Independent Motion Picture Producers at either a luncheon or a dinner. The SIMPP board has been planning such a function in Krim's honor since he became president of UA. Ellis G. Arnall, SIMPP president, who has been in Atlanta for the past two weeks, is scheduled to be in Hollywood this week.

To Confer With Popkin

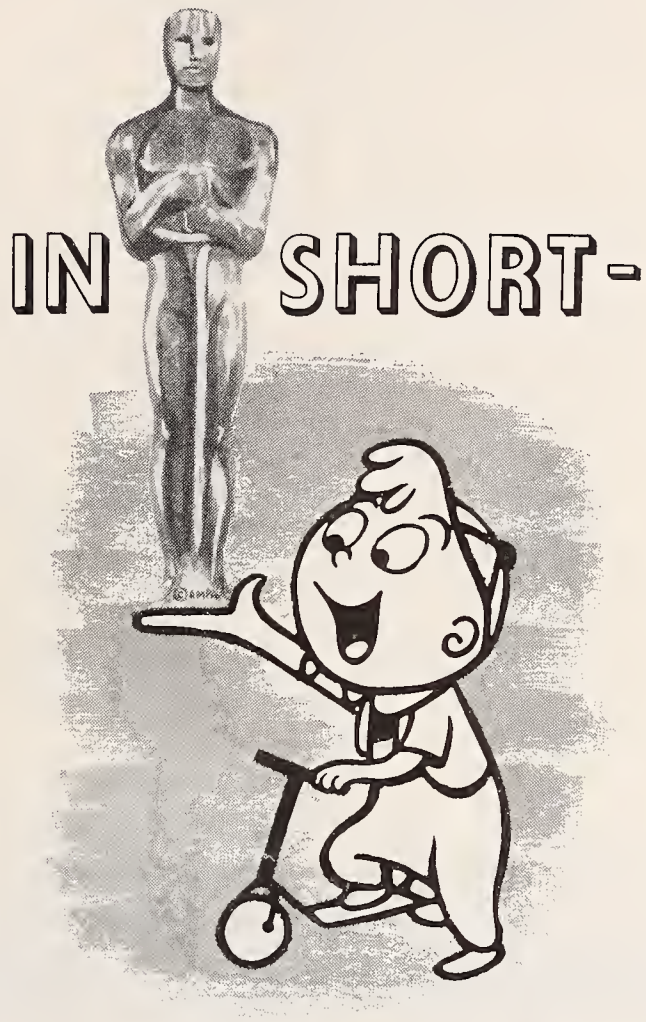
Among the producers with whom Krim and Fox will confer is Harry M. Popkin who, although under contract to deliver "The Well" to UA, has been withholding the picture. While in New York recently, Popkin screened the production for Columbia sales executives.

Loew's State Here Books UA's 'The First Legion'

The world premiere of "The First Legion," starring Charles Boyer, will be held at Loew's State, New York, following "Up Front," the theatre's current attraction, it was announced Friday by William J. Heineman, United Artists distribution vice-president. The film was produced and directed by Douglas Sirk.

Abbott & Costello Dated

Charles J. Feldman, domestic sales manager of Universal Pictures, reports the booking of "Abbott and Costello Meet the Invisible Man" at the Capitol Theatre, New York, starting Thursday, April 12. It will be the first Abbott and Costello picture to play the Capitol.



...we're not surprised, but
terribly, terribly proud of
GERALD McBOING-BOING
Produced by UPA, he's blush-
ing in Color by Technicolor.

Columbia
Pictures

Review

"The Fat Man"

(Universal-International)

THE popular radio serial, "The Fat Man," has made the transition to the screen with easy grace. As a standard mystery-drama it comes off quite well and it is a good guess that more in the series will follow. A natural exploitation angle of course lies in the network show.

J. Scott Smart in the title role as a "private eye," has switched from the microphone to the camera without any loss of formula effectiveness. His adventures in the screenplay by Harry Essex and Leonard Lee begin when a dentist is mysteriously hurled to his death from a hotel window. The doctor's nurse, Jayne Meadows, appeals to the sleuth for aid and there follows a cross-country trek for clues, studded with interludes with an assortment of characters. The fat man, a faithful gourmet, never allows these hectic events to dim his gustatory enthusiasms. He's quite a man when tossing a salad or tackling a steak.

The digging of facts produces some interesting answers. The dentist was killed in order to get X-ray plates which would be the clue to the identity of a previous murder victim. The first victim was done in with for a complication of motives involving blackmail and a desire to lessen the division of loot. Much of the story is developed through flashbacks. In a surprise finish, punctuated by gunplay, the fat man rips the mask off the real killer.

Others in the cast are Julie London, wife of the first victim and Clinton Sundberg, aide to the sleuth. Aubrey Schenck produced and William Castle directed.

Running time, 77½ minutes. General audience classification. April release.

MANDEL HERBSTMAN

Seymour with Goldstones

Cy Seymour, formerly with National Screen Service, is now associated with Harry and Sam Goldstone of Famous Pictures Film Exchange, independent distributors for the New York State and Metropolitan New York City territories.

Frost in New NBC Post

HOLLYWOOD, April 1.—Lewis S. Frost has been appointed director of operations for NBC in Hollywood.

Ligon Johnson, 78

GREENWICH, Conn., April 1.—Ligon Johnson, 78, a leading copyright attorney in the industry, died here at the weekend in the Greenwich Hospital. He was a former consultant to Metro-Goldwyn-Mayer, 20th Century-Fox, Warner Brothers and First National Pictures in copyright matters.

Tex Cooper, 74, Actor

HOLLYWOOD, April 1.—Tex Cooper, 74, veteran actor, died Friday here.

My Thanks

EDITH HEAD

☆

BEST COSTUME DESIGNING

(Black and White)

"ALL ABOUT EVE"

20th Century-Fox

(Color Film)

"SAMSON and DELILAH"

Paramount



"BEST FOREIGN FILM OF THE YEAR!"
—National Board of Review

"ONE OF THE YEAR'S 10 BEST!"
—N.Y. Times and Herald Tribune

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THE TITAN

Story of MICHELANGELO

Narrated by FREDRIC MARCH

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"IMPRESSIVE!" —United Press
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"INCOMPARABLE!" —N.Y. Times
"A MASTERPIECE!" —Sat. Review
"HISTORY-MAKING!" —Look Mag.
"NEW EXPERIENCE!" —Nat'l Bd. of Review



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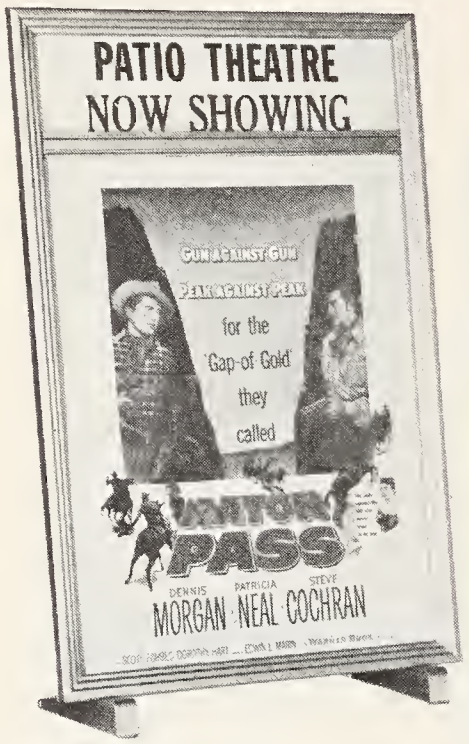
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TODAY'S NEWS TODAY

MOTION PICTURE DAILY

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US Asks No Added Taxes For This Year

Snyder Wants Quick Action on Tax Bill

WASHINGTON, April 2.—Treasury Secretary Snyder today told Congress it could put off at least until next year the so-called "second bite" of the Administration's tax program, and that it might develop that this extra tax boost would not be needed even then.

He told the House Ways and Means Committee that the Administration wanted quick action on the tax boosts it requested in January but promised it would not ask any further tax increases this year. He said whether additional tax increases are needed next year would depend on the way Federal spending turns out.

This means the film industry has come off relatively well in this year's

(*Continued on page 6*)

75 to TOA's Board Parley

Between 50 and 75 Theatre Owners of America members are expected to be on hand for the organization's board meeting which will convene at the Mayflower Hotel in Washington tomorrow. The meeting will continue through Friday.

Among the items on the heavy agenda are the taking of action on the new by-laws for the Council of Motion Picture Organizations; arbitration proposals; plans to secure a

(*Continued on page 6*)

MPEA to Continue In Eastern Europe

The Motion Picture Export Association board has voted to continue for another year the MPEA distribution setup in Austria and in all of the Eastern European countries now within its orbit, it was announced here yesterday by Irving Maas, MPEA vice-president and general manager. The countries include Yugoslavia, Poland, Czechoslovakia, Hungary, Rumania Bulgaria and the Soviet Union.

The new extension carries the pe-

(*Continued on page 6*)

Heavy Rains Hurt Some Grosses; 'Kid', 'Wedding' Are Tops

Rain last Thursday and Friday dampened Easter week business at New York first-runs, causing some downward revisions of figures, but the weather failed to blight completely grosses that in some situations reached outstanding proportions.

Radio City Music Hall, for example, continued with the best Easter business in its history. On Friday, with an all day rain, the house grossed $23,051 with an attendance of 21,600, almost a record Friday. The outlook for the fourth week with "Royal Wedding" and the Easter stage show is $150,000, following $170,000 for the third week.

Also continuing at a magnificant pace is "The Lemon Drop Kid" at the Paramount, which reports a gross of $90,000 coming up for the second week. The opening week held to the estimated $97,000. Billy Eckstine heads the stage bill.

Less exciting are the returns from the Roxy, where a third week for "Bird of Paradise" and Tony Martin

(*Continued on page 7*)

Wallis Finishes 2, Sets 2 More: Hazen

Hal Wallis Productions has just completed two pictures on the Coast, has two others awaiting release and will commence production on two more in the fall, it was reported here yesterday by Joseph H. Hazen, com-

(*Continued on page 6*)

ALLIED SCORES FCC STATEMENT

MPA TV Committee To Meet Here Today

Washington, April 2. — The Motion Picture Association's television committee will meet tomorrow in New York to discuss, among other things, last week's Federal Communications Commission decision on licensing policy with respect to film companies.

The meeting will also elect a permanent chairman for the committee. Theodore Black of Republic will preside.

Solon Hits FCC's 'Gratuitous Attack' On Film Industry

WASHINGTON, April 2.—Senator Wiley (R., Wis.) today sharply attacked the Federal Communications Commission for a "gratuitious attack against the motion picture industry" and an attempt to intimidate the industry in its report last week on licensing policy.

In a letter to FCC chairman Wayne Coy, Wiley said he

(*Continued on page 5*)

Calls for 'Stern' Film Resistance, Hints At Congressional Action

WASHINGTON, April 2.—Abram F. Myers, general counsel of Allied States Association, today called on the entire film industry—exhibitors as well as producers—to put up "stern resistance" to last week's Federal Communications Commission decision on licensing film companies.

That decision in effect warned film companies to make their pictures, stories and talent available to television if they want radio and TV licenses.

Myers said the policy, if carried out, would "wreak havoc" among theatre owners. He implied that Allied might even demand a Congressional investigation.

"The report gives the impression that the Commission, moved by some undisclosed impulse, hurled a rock at

(*Continued on page 5*)

Chicago Drive-in Code Bars Double Bills in 'A' Runs

Extend Decree Dates For Loew's, 20th-Fox

Both Loew's and 20th Century-Fox have been granted extensions for filing reorganization plans under the industry anti-trust decision. Both companies are negotiating with the Department of Justice for consent decrees.

Loew's, whose former deadline was March 31, has had the date extended to May 31. 20th-Fox, whose plan was due today, now has until May 10 to file.

CHICAGO, April 2.—The 12 Chicago area drive-ins have banded together this year and established a local "code of ethics." The code, a result of meetings between the drive-in owners, stipulates:

Any drive-in which plays in "A" week of first subsequent runs will not play double features. Drive-ins which want to play double features will have to go into "B" week.

The "dollar-a-car" policy will be eliminated and the straight 80 cents per person admission will be in effect.

The group will band together for a "policing" job, particularly to curb the stealing of speakers, which was a major problem last year.

Meetings will be held once a month for discussion of drive-in problems.

NEWS FLASHES

HOLLYWOOD, April 2.-The membership of Studio Painters Local 644, meeting to consider the decision by the executive board of the Brotherhood of Painters, finding business agent Herbert Sorrell guilty of affiliating with pro-Communist organizations, gave Sorrell a vote of confidence, it was announced.

WASHINGTON, April 2.-The meeting set for tomorrow between Southern California Theatre Owners Association spokesmen and the Justice Department to discuss Los Angeles area zoning, arbitration and other problems has been postponed indefinitely. The SCTOA group has sought more time "to correlate and prepare the facts."

Personal Mention

STEVE BRODY, president of Monogram and Allied Artists, arrived here yesterday from the Coast.

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SPYROS P. SKOURAS, president of 20th Century-Fox, and MRS. SKOURAS announce the engagement of their son, SPYROS S. SKOURAS, to BARBARA JANE FELDMAN, daughter of MR. AND MRS. C. RUSSELL FELDMAN of the Hotel Pierre and Cummings Point, Conn. The couple will be married in June.

•

MONTAGUE SALMON, JR., son of the managing director of the Rivoli Theatre here, has been named to an executive post with the United States Lines in Tokyo, and has left for his new assignment.

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KENNETH MACKENNA, executive head of M-G-M's studio story department, is due to leave Hollywood April 25 for London on a combination business and pleasure trip.

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CHARLES E. KURTZMAN of Loew's, Boston, accompanied by his family, has arrived here, completing a West Indies cruise aboard the *S.S. Mauretania.*

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TOM BALDRIDGE, M-G-M field press representative for Charlotte and Washington, was in New York yesterday.

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IRVING SOCHIN, sales head of Universal-International's special films division, has returned here from Chicago.

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ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, left here yesterday for Washington.

•

LILLIAN BRAMSON, secretary to ETHEL BLACK, Universal Pictures purchasing agent, became engaged recently to JULIUS POMERANTZ.

•

WILLIAM B. ZOELLNER, head of M-G-M's shorts and newsreel sales, is due in Washington today from New York.

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BELA LUGOSI and MRS. LUGOSI will sail from New York for Europe today aboard the *S.S. Mauretania.*

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PHIL KLARNET, of M-G-M's home office exploitation department, is in Chicago from New York.

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RITA HAYWORTH arrived in New York yesterday from Europe aboard the *S.S. De Grasse.*

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DAVID GOLDING, publicity manager for 20th Century-Fox, returned here yesterday from the Coast.

Marcus Loew's Dividend

TORONTO, April 2.—Marcus Loew's Theatres, Limited, operating two theatres here has paid a $1 dividend on the company's shares for the first quarter of 1951, thus maintaining the rate of the post-war years.

Tradewise . . .

By SHERWIN KANE

THE entire motion picture industry rightly feels that the gratuitous pronouncement of the Federal Communications Commission last week—which stated in effect that applications for television station licenses by motion picture companies may be judged on the basis of the number of films, stars, stories and other program components that are made available by them to television—is shocking.

There is in the FCC statement an almost undisguised threat—an element of coercion introduced without any exploration whatever of the economics involved—that unless you impoverish yourself to enrich your competitor you are very likely to be deprived of the right to engage in licensed television operations.

Those motion picture companies which have temporary authorizations from the FCC and have made substantial investments in television in consequence, are now confronted with a threat that those investments may be wiped out wholly, for they are of no value if their continuity is not assured.

The coercive effect of the FCC's pronouncement is emphasized by the fact that there can be no review of the policy it has indicated. The FCC has entered no order on the subject; there are no findings of fact, no conclusions—nothing to be challenged and reviewed.

Yet the FCC has the power of life and death in the matter of licensing. Hence the coercive effect of its suggested policy of granting no licenses unless the industry's substance is diverted from the nation's theatres, which cannot live without it, to the added nourishment of a competitor who not only cannot pay for it but who has managed thus far, at least, to do pretty well without it.

•

The FCC is as aware as any one that the business of television and radio is advertising—the marketing of commercially sponsored programs to advance the sale of commercial products.

The most cursory reflection should reveal to the FCC that its suggested licensing policy is, in effect, a directive to the motion picture industry to get out of the business of entertainment and to get into the business of selling commercially sponsored product.

The Congressional authority under which the FCC operates does not give it such power as that. Nor do the laws of the nation compel an industrial diversion of that nature.

It is the duty of the industry to make that clear in no uncertain terms to the FCC and, should it evidence no sign of relenting, to carry the issue to Congress.

The sincere hope of many in this industry is that the meeting of the Motion Picture Association's television committee on the subject here today will lay the groundwork for some such stand of unqualified firmness in resisting the FCC's shockingly thoughtless pronouncement.

Burrows to Advise U. S. on Raw Stock

WASHINGTON, April 2.—Lincoln V. Burrows, Eastman Kodak official with experience in the World War II control program, has been appointed as an industry consultant to the National Production Authority's film division, it was announced by Nathan D. Golden, division chief.

Burrows will advise the division on problems relating to sensitized film and film equipment. Burrows' World War II experience will be particularly valuable to the division, Golden said.

DuMont Officials on Visit to London

LONDON, April 2.—Mortimer Loewi, Andrew Yager and Sidney Justin of the DuMont Laboratories-Paramount Television organizations have arrived here from New York on what is decribed as a tour of inspection of Britain's television activities.

DeMille Backs Ohio 'Right-to-Work' Bill

COLUMBUS, April 2.—Cecil B. DeMille will address the Ohio Senate's committee on financial institutions, commerce and labor here today in support of Senator David McK. Ferguson's "right-to-work" bill.

Senator Ferguson's bill would extend to workers in intra-state employment safeguards similar to those afforded workers in interstate commerce by the Taft-Hartley Act.

Set 300 Openings For 'Santa Fe'

"Santa Fe," Columbia, will open in some 300 theatres in the Kansas City and Cincinnati areas during the last week in April, the company reports here. The bulk of the bookings will be in the Kansas City area, starting with the Midland in Kansas City and the Dodge Theatre in Dodge City on April 26.

Quimby to Paris for U. N. Film Confab

Selected to represent the Hollywood film industry at a United Nations Film Conference of 18 European and South American countries, Fred Quimby of the Metro-Goldwyn-Mayer studios left here for Paris by plane yesterday.

The veteran head of M-G-M's short subject department and producer of M-G-M cartoons, will be one of three delegates to the conference, which will open in the French capital today. The other delegates are L. C. Larsen, of the University of Indiana, authority on educational films, and Ted Genoch of Paramount Newsreel, New York. The conference will run to April 10. Its purpose, under the leadership of UNESCO (the United Nations Educational, Social and Cultural Organizations), is to discuss ways of more effectively using films to raise world educational and cultural standards.

Quimby's invitation came from John Taylor, acting director-general, and Ross MacLean, head of the film division, both of UNESCO in Paris. Arrangements for Quimby's attendance were made by Howard Vickery, UNESCO contact representative of the U. S. State Department, with Loew's executives Nicholas M. Schenck, Louis B. Mayer and Dore Schary, for this first International Film Conference of UNESCO.

Quimby, accompanied by his wife, will remain in Europe after the conference closes to talk with Dave Lewis, head of European distribution for Loew's International, and Sam Eckman, holding the same position in the British Isles.

Plaque to Skouras For Davis and Peck

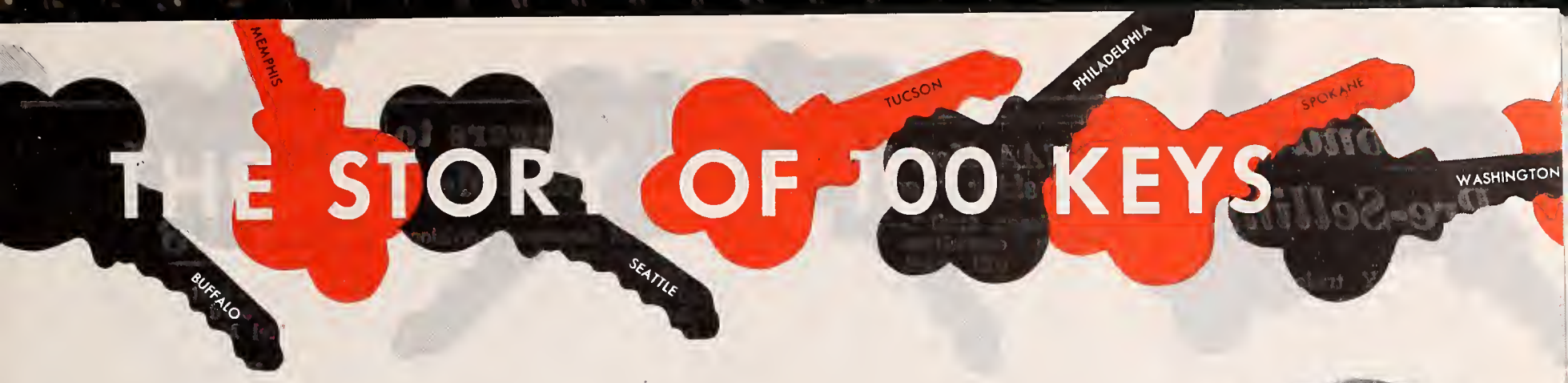
Presentation of special plaques honoring Bette Davis and Gregory Peck as "the outstanding actress and actor of the year" was made yesterday to Spyros P. Skouras, president of 20th Century-Fox, at the company's home office. Awards were based on a popularity poll run by Ted Rodis of the Pilgrim Theatre and Bert Green of the Ogden Theatre, both in New York.

The poll, which drew a total of 50,000 entries, honored the actress and actor for their roles in "All About Eve" and "Twelve O'Clock High," respectively. The plaques were donated by Henry Haefner of the Bay View Inn, night spot and restaurant.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

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T E STOR OF 00 KEYS

IS AN EYE-OPENER!



Paramount has now set the first 100 key dates on "The Mating Season" and results already put it squarely beside "At War With The Army," the "Irma" pictures and other extraordinary word-of-mouth attractions.

Excellent openings have been accompanied by an overwhelming reception from public and critics. And as the talk grows, so do the receipts.

Paramount's carefully planned booking pattern is your protection for maximum profits from this great comedy. Intensive pre-selling is accompanying its gradual play-off—in keys, sub-keys and all down the line.

Thus its snowballing fame becomes an ever-increasing asset to each engagement—and repeat engagement—of

PARAMOUNT'S WORD-OF-MOUTH WINNER



THE MATING SEASON

A very funny picture about the hamburger-slinging
MOTHER OF THE GROOM

ne Tierney and John Lund in "THE MATING SEASON" with Miriam Hopkins • Thelma Ritter • Jan Sterling • A Mitchell Leisen Production
oduced by Charles Brackett • Directed by Mitchell Leisen • Written for the screen by Charles Brackett, Walter Reisch and Richard Breen

National Pre-Selling

GROCERY trades are receiving an elaborate pressbook, produced by the Chicago branch of J. Walter Thompson advertising agency, in the tieup with Libby's Baby Foods, planned for the promotion of "Father's Little Dividend," by Dan Terrell, exploitation manager for Metro-Goldwyn-Mayer. Not in many moons have either of the trades seen anything as complete as this pressbook to set the national contest to find a nickname for "Little Stanley" as a cooperative deal between local theatres and merchants. Interesting notion is that for every major prize—and there are literally hundreds of them—all sponsored by Libby, there is a "dividend" prize for "Father." Top prize in the contest is a four-year college scholarship, worth $5,000 for the baby—while "Father's Little Dividend" is a Lord Elgin watch.

•

A full-scale exploitation campaign for 20th Century-Fox's "Take Care of My Little Girl" has been set with Whitman's Chocolates, and the campaign will kick-off with full-page color ads, beginning with the July 21 issue of *Saturday Evening Post*. Window and counter cards, posters and other promotional material are being supplied by Whitman's to its thousands of accounts throughout the country. Local drug and candy stores will cooperate at the local level with theatres in a tieup which is timed to the national release of the picture in August.

•

Street crowds in New York's garment district, long familiar with the standard mobile delivery hand-trucks, got a new thrill last week when 20th Century-Fox sent a safari of shapely damsels, clad in shorts and halters, wheeling latest dresses in garment racks through the Seventh Avenue area, with placards touting "I Can Get It for You Wholesale" at the Roxy Theatre.

On-the-spot radio promotions for the picture have been set up through a large-scale tieup with California Girl, Inc., and two dresses worn by Susan Hayward will be "plugged" on the program, "What's New in the Stores," with continual plugs on Nancy Dixon's radio show in cities and towns from Coast-to-Coast. Programs will be timed to the release of the picture in the area served by local radio stations for the benefit of both local theatres and department stores.

•

Debbie Reynolds, M-G-M's 18-year-old star, is featured in a picture story in the April *McCall's*. She is shown in her first starring role, with Gene Kelly, in "Singing in the Rain," and with Ezio Pinza, in "Mr. Imperium," in addition to some informal shots.

•

The entire F. W. Woolworth chain of 1,500 stores has been brought into the tieup for "The Lemon Drop Kid," and managers of stores are now receiving instructions from their home office to cooperate with Paramount field men in the window displays of Lusk Lemon Drops, with appropriate accessories and the use of the popular "lemon drop guessing contest," which has been successful in theatre lobbies.

NCAA Meet Will Consider Theatre TV

Chicago, April 2.—The television committee of the NCAA will meet here on April 6-7 to consider proposals by TV networks for experimental "live" telecasting of college football games next year.

The committee, under chairman Tom Hamilton of the University of Pittsburgh, will also be "open to consider" other experimental video subjects, such as theatre television, Phonevision, Skiatron, special events, like Army-Navy games and post-season games.

Full scale fashion shows on the stages of hundreds of theatres across the country are planned in connection with 20th Century-Fox's Technicolor comedy, "Half Angel." Shows will be staged by leading department stores, with attractive models wearing gowns and dresses copied from those worn in the picture. The gowns, by Travilla, have been adapted by Star Pattern Co., and will be advertised cooperatively in 79 leading newspapers, as part of the promotional campaign.

•

All stops have been pulled in the intensive promotion of the premiere of "Ma and Pa Kettle Back on the Farm" at the Chicago Theatre. The largest dairy farm serving the city is distributing 250,000 heralds in a "Back to the Farm" contest with the first prize being an actual farm (for a weekend farmer). The company will spot 2,500 posters in its affiliated stores to put over the contest in cooperation with the Balaban and Katz Theatres. A second contest, to "Name the Pony," will have a model farm, set up in the lobby, and Roy Roper, the milk company's TV cowboy star, doing personal appearances, with the winner getting the pony.

In addition, a local Hudson dealer is sponsoring a "Typical Ma and Pa Kettle Family" contest, with a television set as first prize. Twenty-two suburban newspapers are plugging a "Back to the Farm" square dance contest in cooperation with the Chicago Park Board, and 14 newspapers are conducting a "Find the Farm Animals" contest, with local merchants handing out entry blanks and cooperating with window displays.

•

Key city managers who have thrived on the personal appearance tours of such stars as Denise Darcell, just for one, can look forward to something dreamed up by S. Barrett McCormick, director of advertising; Terry Turner, exploitation director, and Don Prince, publicity director for RKO Pictures. For the forthcoming RKO picture, "Tokyo File 212," a troupe of 16 Japanese geisha girls—the genuine article—will tour key cities, starting May 2 at Keith's Theatre in Washington, where they will be entertained at a cocktail party, with *Look* magazine covering the event for pictures and story. The 16 girls, in groups of four, will make appearances in many cities and towns not usually included in such itineraries, but will rejoin to the full line for New York and Chicago openings.

—WALTER BROOKS

Para. Managers to Hold National Meet

A meeting of Paramount's divisional sales managers will be held at the home office April 7-8, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. The primary purpose of the meeting is to set up plans for and the agenda of the forthcoming national sales convention.

Attending the meeting will be M. R. Clark, South Central manager; J. J. Donohue, Central manager; Howard Minsky, Mideastern; Hugh Owen, Eastern and Southern; G. A. Smith, Western, and Gordon Lightstone, Canadian general manager.

Heading the home office contingent, in addition to Schwalberg, will be Barney Balaban, president of Paramount Pictures; Paul Raibourn, vice-president in charge of budgets, planning and television; E. K. O'Shea, vice-president of Paramount Film Distributing Corp.; Oscar Morgan, general sales manager of short subjects and Paramount News; Arthur Israel, assistant secretary of Paramount Film Distributing Corp.; Robert J. Rubin, assistant to Balaban; Jerry Pickman, acting national director of advertising-publicity; Arthur Dunne, head of the contract department; Martin Friedman, head of the playdate department; Fred Leroy, head of the statistical department, and Joseph Walsh, head of branch operations.

British Theatres Fight Tax Threat

LONDON, April 2.—Pre-budget estimates of government departments for defense already have caused British exhibitors to abandon hope for entertainment tax relief and to concentrate instead on efforts to avoid an increase in the tax. The budget is scheduled to be reported to Parliament on April 10.

The Cinematograph Exhibitors Association's tax committee has proposed to Sir Wilfrid Eady, second secretary of the Treasury, that theatres be allowed to increase admission prices to offset what they describe as the crushing burden of the tax. Under the plan the Treasury would take its share of any increase. Another meeting of the committee and Sir Wilfrid will be held before April 10.

Rank, Davis Leave May 6 on U. S. Trip

LONDON, April 2.—J. Arthur Rank and his managing director, John Davis, are now scheduled to leave here for the U. S. on May 6, Rank by ship and Davis by plane. Neither will visit the Coast while in the U. S. but Rank may go to Philadelphia before leaving for home May 22.

Mexico Raw Stock Ample

MEXICO CITY, April 2.—Suppliers of raw stock here have given producers assurance that there is sufficient raw stock on hand to prevent shortages for the time being at least.

TV Films for Crosby Unit

HOLLYWOOD, April 2.—Bing Crosby Enterprises, a television film company, has signed Bernard Girard to produce a series of half-hour television pictures under the title, "Cry of the City."

Coming Events

April 4-6—Theatre Owners of America board of directors meeting, Hotel Mayflower, Washington.
April 5-6—National Board of Review of Motion Pictures annual conference, Hotel McAlpin, New York.
April 10—Industry dinner honoring Richard Walsh, IATSE president, 21 Club, New York.
April 10-11—Allied Independent Theatre Owners of Iowa-Nebraska annual convention, Savery Hotel, Des Moines.
April 11—Cinema Stamp Collectors meeting, Hotel Astor, New York.
April 17-18—Motion Picture Operators of the South annual meeting, Henry Grady Hotel, Atlanta.
April 19—Amusement Division, Joint Defense Appeal of Greater New York, industry wide luncheon, Hotel Astor, New York.
April 25—Kansas-Missouri Theatre Association spring meeting, Kansas City.
April 25—Cinema Stamp Collectors meeting, Hotel Astor, New York.
April 30-May 4—Society of Motion Picture and Television Engineers 69th semi-annual convention, Hotel Statler, New York.

Variety Club Appears Assured for Japan

Nagamasa Kawakita, Japanese producer-distributor-exhibitor, has left New York for London following a week of conferences here during which he acquainted himself with Variety Club activities.

Kawakita is one of the original applicants for a Variety Club charter in Japan. The International now is taking a mail vote on the application and indications, it is said, are that a tent will be established in Japan. A Tokyo delegation, Kawakita reported, will attend the Philadelphia convention of International Variety next month.

'Feldman Drive' Is Now in Final Lap

Universal Pictures' current 17-week "Charles J. Feldman Sales Drive" has entered its final four weeks. There are $35,000 in prizes.

Leader at the 12th week marker was the New Haven branch, managed by Arthur Greenfield. The Dallas branch, managed by Robert N. Wilkinson, was second, and the Denver branch, managed by Mayer Monsky, was third. The Southern division, headed by F. J. A. McCarthy, was in the lead and the district headed by Henry H. Martin and including Dallas, Kansas City, New Orleans, Oklahoma City and St. Louis held top spot.

Loew's Promotes Sokol and Rogers

COLUMBUS, O., April 2.—Robert Sokol, manager of Loew's Ritz Theatre at Pittsburgh, has been appointed manager of Loew's Broad, Columbus. He succeeds Carl Rogers, manager of the Broad for the past six years, who is being promoted to manager of Loew's Theatre at Dayton, succeeding William Reisinger, resigned.



royal wedding

dances away with April SEVENTEEN's Picture-of-the-Month Award. We've told millions of our teen-age girl readers about its captivating dances, its melodies ("Liar Song" for instance), its light-hearted story of love. Watch this merry M-G-M Technicolor musical catch on with the teen-agers and their families, too. They all follow the movies in the pages of

seventeen

THE ENTERTAINMENT MAGAZINE FOR HIGH SCHOOL GIRLS

Allied Scores FCC

(*Continued from page* 1)

the film companies, but it struck the exhibitors," Myers said. "When a picture is shown on TV, its box office value in the area in which it is shown is destroyed. Certainly Congress never contemplated that the public interest could be served by tearing down an established industry in order to help a rival industry, which, once the novelty has worn off, may not retain public favor."

Declaring that the FCC report "sets a new record for usurpation of authority," Myers charged that the Commission, acting without any specific evidence or findings, had asserted power to regulate the motion picture industry and the use the industry makes of its properties, even though no such authority had been conferred on it by Congress.

"So far as we are aware," Myers declared in an eight-page press release, "no law provides and no court has ever held that it is a violation of law for a private corporation, acting alone and not in concert with others, to choose its own customers. And yet the whole purpose of the FCC proceeding was to determine the weight to be given law violations in the granting of licenses."

The Allied official emphasized that there was not the slightest intimation, when the Commission first announced the proceeding in question, that it might go into how freely film companies have made their films and talent available to television. Nor was the matter brought up at the hearing, he declared.

"Sometime between the close of the hearing and the issuance of the report," Myers said, "the Commission either evolved the idea or it was planted with it, that it could force motion picture companies to supply their best available films and talent to this rival entertainment medium in order to qualify for licenses."

Declaring that the Commission itself must not realize the full implications of its action, Myers said that to make good on its policy, the FCC would have to exercise strict control over the film companies, "Even to the extent of fixing prices for their products."

A TV station could not possibly pay as high a film rental as could a theatre, Myers said, and therefore the film companies would always be open to the charge of having sought to evade the FCC's policy by charging rentals too high for TV stations to pay. "Then the Commission will either have to back down on its policy or start fixing the price of film," he concluded.

Another result of the FCC's policy would be a serious loss of revenue for the government, Myers said, since huge amounts of admission taxes would be lost if the FCC follows out its policy of building up television at the expense of motion pictures. "Unless the Commission recedes from its position," the Allied official added, "this phase of the matter should receive the attention of Congress while the tax bill is under consideration."

Even if the film companies try to appease the Commission and make films available to television, there is no guarantee they will get their licenses, Myers declared. He pointed out that the Commission's report specifically said that it would consider past violations of the anti-trust laws as well as future policies, and that the film producers could be ruled out because of their past violations. "So it may still be all for naught," he stated.

Solon Hits FCC

(*Continued from page* 1)

would like to get from the Commission "an explanation of just how you can justify, if at all, its very unusual and to my way of thinking, extra-legal approach to this question."

Wiley pointed out that he was chairman of the Senate Judiciary Committee when Congress passed the act laying down administrative procedures to be followed by Federal agencies. A cardinal feature of that act, he declared, was that "no individual or company could become subject to an adverse ruling by a Federal commission until the individual or company had had a fair opportunity for a thorough hearing in which it could present its side of the case.

"It seems to me that the FCC stepped out of bounds when it in effect indicted the motion picture indutry for withholding the use of its stars and films from TV without giving that industry any opportunity to participate in public hearings on this question."

Wiley said he wanted to make it clear that he was not defending the film industry or saying whether the Commission's policy might not be right in the long run. "All I am saying," he declared, "is that neither the FCC nor any other Federal commission should pre-judge a case until there has been a hearing, notice of the issues, presentation of evidence and arrival at a decision. I do not feel the FCC should intimidate or coerce the motion picture industry or any other industry. An indictment without hearings amounts to such intimidation."

Senate Commerce Committee Chairman Johnson (D., Colo.), who has jurisdiction over the FCC, could not be reached for comment, but Committee officials said they felt much of the criticism of the FCC was premature. "It was laying down a very general policy," one official said. "It may never actually apply some of the things it said there. It's shaking a stick, but may never use it."

Mother of Arthur Israel

Services were held yesterday at Riverside Chapel for Mrs. Jennette B. Israel, 80, widow of Arthur Israel of Charleston, S. C., and mother of Arthur Israel, Jr., assistant treasurer of Paramount Pictures. Mrs. Israel died at her home here Friday night.

Nat Galley, 56

CINCINNATI, April 2.—Nat Galley, 56, head of the Galley circuit, operating houses here and nearby territory, died suddenly of a heart attack Saturday afternoon.

We're dancing à la Fred Astaire — on the ceiling and upside-down with glee — for again being selected for SEVENTEEN's Picture-of-the-Month Award. Exhibitors, too, will join us as they watch the teen-agers flock to see SEVENTEEN's choice for April,

royal wedding

starring Fred Astaire and Jane Powell, Peter Lawford, Sarah Churchill and Keenan Wynn, with Albert Sharpe. Directed by Stanley Donen and produced by Arthur Freed

AN M-G-M PICTURE



Sees Sept. 23-27 TOA Convention

Washington, April 2. — A Theatre Owners of America convention in New York this fall is "virtually certain," according to TOA executive director Gael Sullivan.

He said he was very confident that the board meeting here this week would ratify a report by Si H. Fabian proposing a convention at New York's Astor Hotel from Sept. 23 to 27. A contract for those dates has already been signed, he stated.

The convention committee would be headed by Fabian, with Walter Reade, Jr., and George Skouras as vice-chairmen.

Wallis Finishes 2

(*Continued from page* 1)

pany president. The Wallis organization releases through Paramount. Hazen's outline of production activity was given upon his return to New York after an absence of nearly a month, during which he conferred in Hollywood with producer Hal Wallis and vacationed in Florida.

Wallis, who has made pictures abroad in recent years, has no plans at present for further overseas production Hazen said.

The films just completed on the Coast, Hazen said, are "The Stooge," starring Dean Martin and Jerry Lewis, and "Peking Express," starring Joseph Cotten and Corrine Calvet. Previously completed and due for release in the fall are "Quantrill's Raiders," starring Alan Ladd, and "That's My Boy," starring Martin and Lewis. The two slated to go before the cameras in the fall are "Come Back, Little Sheba" and another Martin and Lewis starrer as yet untitled.

Honor Zukor at 'Outpost' Premiere

TUCSON, Ariz., April 2. — Adolph Zukor, chairman of the board of Paramount Pictures, will be honored by the Tucson Art Festival committee tomorrow at a special luncheon preceding the world premiere of Paramount's "The Last Outpost" at the Paramount Theatre here. Zukor will be presented with a plaque in appreciation of his contribution to the motion picture industry.

Four generations of Zukors, including the veteran, his granddaughter and her two children, will attend the ceremonies and the picture's opening. The children, incidentally, play roles in the film.

50 Illinois Houses In Radio Promotion

CHICAGO, April 2.—Fifty members of Allied Theatres of Illinois have completed arrangements for a radio tie-up with station WJJD to stimulate business in their independent houses.

The deal calls for spot announcements "plugging" independent theatre attractions on the radio station, in return for which the theatres will run trailers promoting the WJJD broadcasts of the White Sox baseball games this summer. Package is being handled by Jack Fisher Agency of Chicago.

TOA Board

(*Continued from page* 1)

"more even flow" of top product under releasing schedules; trade practices, with emphasis on arbitration; taxes. Ned E. Depinet, COMPO president, is scheduled to deliver to the meeting an appeal for support of the all-industry agency.

Mitchell Wolfson, board chairman, is scheduled to preside at the meeting. Other officers due to attend are: Samuel Pinanski, president; Sherrill Corwin and Myron Blank, vice-presidents; J. J. O'Leary, treasurer; Russell Hardwick, secretary; Leonard H. Goldenson and Nat Williams, co-chairmen of the finance committee; Gael Sullivan, executive director, and Herman M. Levy, general counsel.

Also expected to be on hand are: Mack Jackson, Alabama Theatres Association; Sam B. Kirby, Independent Theatre Owners of Arkansas; William Ruffin, Jr., Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee; Roy Cooper, California Theatres and Affiliated Industries; Charles R. Gilmour, Colorado Association of Theatre Owners; Albert M. Pickus, Motion Picture Theatre Owners of Connecticut; Sidney Lust, Motion Picture Theatre Owners of Metropolitan Washington, D. C.; E. D. Martin, Motion Picture Theatre Owners and Operators of Georgia; George Kerasotes, United Theatre Owners of Illinois; Charles Skouras, Southern California Theatre Owners Association; Dale Danielson and C. E. Cook, Kansas-Missouri Theatre Association; Guthrie F. Crowe, Kentucky's Association of Theatre Owners; Tom Edwards, MPTO of St. Louis, Eastern Missouri and Southern Illinois.

Also, Howard Kennedy and Robert R. Livingston, Nebraska Theatres Association; Walter Reade, Jr., New Jersey Chapter of TOA; E. R. Hardwick and Marlin Butler, New Mexico Theatre Association; Harry Lamont, Theatre Owners of Albany, N. Y.; Exchange Area; Merritt A. Kyser, Motion Picture Theatre Owners of New York State; Ben L. Strozier and H. F. Kincey, Theatre Owners of North and South Carolina; Morris Loewenstein, Theatre Owners of Oklahoma.

Also, Lewen Pizor, United MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware; Edward M. Fay, Theatre Owners of Rhode Island; Walter L. Morris, Tennessee Theatre Owners Association; Henry Reeve, Texas Theatre Owners Association; Morton G. Thalhimer, Virginia Motion Picture Theatre Association; B. H. Palmer and Mrs. Elizabeth M. Pugh, Motion Picture Theatre Owners of West Virginia; M. S. Mullin, New England Theatres.

Depinet Expected at Thursday, Friday TOA Board Sessions

WASHINGTON, April 2.—Gael Sullivan, Theatre Owners of America executive director, said here today that he expected Ned E. Depinet, Council of Motion Picture Organizations president, would attend both the Thursday and Friday meetings of the TOA board, and to address one of the sessions in an effort to smooth over ruffled feelings between the TOA and COMPO. The board meeting will open at the Mayflower Hotel here Wednesday.

Sullivan said he felt much more optimistic now about the COMPO situation than he did some 10 days ago.

Added Taxes

(*Continued from page* 1)

Administration tax recommendations.

The Ways and Means Committee closed its tax hearings after hearing Snyder. It will start executive session work Wednesday, and will probably take four weeks or better to report out a bill.

Synder said that higher-than-expected revenue and lower-than-expected spending meant that the Administration could get by on the specific tax increases asked for in February, without an additional $5,000,000,000 or $6,000,000,000 second tax increase bill. His February testimony had implied that this would be needed.

The specific tax program laid down by the President in January and by Snyder in February proposed a four per cent increase in individual income taxes, an eight point boost in corporate taxes, higher excises on television sets, autos and other items, and increased capital gains taxes. At that time, the Administration said its program would raise $10,155,000,000 a year. On the basis of new revenue estimates, the program's yield was put at $10,720,000,000.

Retain MPEA

(*Continued from page* 1)

riod of joint operation under the MPEA to Aug. 31, 1952, twelve months beyond the expiration date of the present licensing agreements.

While all 10 member companies of the Export Association are participating in the extension for the Eastern European countries, only seven are using the MPEA distribution facilities in Austria. Allied Artists, Columbia and United Artists withdrew from the MPEA operation in that country last year.

Of the Eastern European countries, only Jugoslavia, and to a much more limited extent, Poland and Czechoslovakia, still release American motion pictures. According to Maas, a renewal of the MPEA film pact with the Jugoslav Film Monopoly is now imminent.

Hungary, Rumania and Bulgaria, fertile markets for American films from the end of the war until the Communists seized control, are now tightly closed to Hollywood product as well as to all films from western film-producing nations.

Exhibition of American motion pictures in the Soviet Union has thus far been confined to a handful of features which the Russians claim to have confiscated in Germany as "trophies of war." These are now being shown in Soviet theatres over U.S. State Department protest and without the sanction of either MPEA or the member companies who own the pictures.

Slate Crescent Argument

WASHINGTON, April 2.—Argument is slated Friday in Federal District Court in Nashville on a technical phase of the government's contempt case against Crescent. The argument deals with the scope of the information each side is to give the other.

Rites Today for Forbes

Funeral services for Ralph Forbes, film and stage actor, will be held today in the Walter B. Cooke Funeral Home here. Forbes, a native of London, died Saturady in Montefiore Hospital, Bronx.

Gualino Due Today For Italo-US Talks

The exploratory Italo-American film talks are continuing here, the conferees having met again yesterday, it was reported by John G. McCarthy, head of the Motion Picture Association of America's international division. Dr. Renato Gualino, who preceded the Italian delegates to New York and who flew back to Rome over the weekend, is scheduled to rejoin his colleagues here today.

Queried on the *quid pro quo* proposals already submitted by the Italians, representatives of some film companies' foreign departments said yesterday that they believed the American distributors could not legally make any guarantees to the Italians regarding the future earnings of Italian films in the U. S.

The Italian delegates who have been meeting here with representatives of MPAA and the Society of Independent Motion Picture Producers, include Dr. Eitel Monaco, Italo Gemini and Dr. Francesco Penotti, all of whom are connected with the Italian industry, not the government.

S. Africa Unblocks All U.S. Earnings

The Union of South Africa has dropped all restrictions on remittances for the American film companies, it was reported here yesterday by motion picture export representatives following receipt of word of the new development from Johannesburg.

Last year South Africa relaxed its 50 per cent freezing order to allow for remittance of 71 per cent of American film earnings.

The 100 per cent unfreezing at this time represents a jump from the 71 per cent.

Indiana Allied Sets May Convention

INDIANAPOLIS, April 2.—The Allied Theatre Owners of Indiana will hold their annual spring convention and outing at French Lick Springs Hotel May 22 and 23. The dates are nearly a month earlier than usual.

The ATOI board of directors has postponed its regular monthly meeting here until April 17, at the Indianapolis Athletic Club.

Skouras to Debate

BOSTON, April 2. — Spyros P. Skouras, president of 20th Century-Fox, will participate in an open forum on April 13 at the Cambridge High and Latin School, Cambridge, Mass., on the topic, "Are Movies Better Than Ever?" Sponsored by the Harvard Law School Forum, other participants will include Al Capp, cartoonist, and Faye Emerson.

Aid Canadian RC Drive

TORONTO, April 2.—A special committee of 21 members representing all branches of the film industry here, has been organized under the chairmanship of R. W. Bolstad, vice-president of Famous Players Canadian Corp., to assist in the annual fund-raising campaign of the Canadian Red Cross Society because of the international emergency.

Coast Production In Slight Drop

HOLLYWOOD, April 2.—The production index has dropped two points, for a total of 27 pictures in work. Six new features were started while eight were completed.

Started were: "Ten Tall Men," Columbia; "Yes, Sir, Mr. Bones," Lippert; "Banner Line," Metro-Goldwyn-Mayer; "Father Takes the Air," Monogram; "Rangers of the Golden Sage," Republic; "The Cave," Universal-International. Completed were: "The Son of Dr. Jekyll," Columbia; "The Hoodlum" (Jack Schwarz Productions), Eagle Lion classics; "Peking Express" (Hal Wallis Productions), "Rhubarb," "Detective Story" and "The Stooge" (Wallis), all Paramount; "The Rodeo King and the Senorita" and "South of Caliente," Republic.

House 'Red' Probers Weigh TV Hearings

WASHINGTON, April 2.—The House Un-American Activities Committee was reported today to be considering a permit to televise its Hollywood hearings when they reopen next week.

Newsreels and television cameras were barred from the one-day hearings which the Committee held on March 22. Committee officials pointed out that the March 22 hearings was held in the small meeting room of the Committee, and only still photographers were allowed.

The Committee is now considering moving its hearings to the large caucus room in the House Office Building, and if this is finally agreed on, it will probably permit newsreel and television cameras.

Sen. Cain Questions Video Hearings

WASHINGTON, April 2.—Senator Cain (R., Wash.) said he would ask the Senate to reconsider its action citing for contempt two witnesses who refused to testify before the Senate crime committee so long as television, newsreel and radio equipment was present.

Filing a motion to reconsider the contempt vote, Cain said he felt the witnesses were "quite within their rights." He stated he had watched the hearings on television, "tried to put myself in their shoes," and "felt a tremendous sympathy" for the two men. Chairman Kefauver (D., Tenn.) said he felt the contempt citations against the two witnesses would provide a needed court test of the issue.

Legion Reviews 9; Rates One as 'B'

Nine additional films have been reviewed by the National Legion of Decency with one, "The Lemon Drop Kid," receiving a "B" classification.

In Class A-I are M-G-M's "The Painted Hills," 20th Century-Fox's "The Sword of Monte Cristo," and RKO's "Tarzan's Peril." In Class A-II are Universal-International's "Abbott and Costello Meet the Invisible Man," Paramount's "Appointment with Danger," Columbia's "Flame of Stamboul" and "Lorna Doone," and Lippert's "Mask of the Dragon."

Rains Affect N.Y. Grosses

(*Continued from page 1*)

on stage is not expected to top $70,000. The final report on the second week for the bill is now $92,000, scaled down from an original estimate of $98,000.

The Strand's opening week with "Lullaby of Broadway" brought in about $48,000; only a moderate gross for the period. Guy Mitchell tops the stage show. Also modest, although it opened later in the holiday week, is "Soldiers Three" at the Capitol, with about $47,000 due for the first week. Russ Morgan's band is on stage.

Though it failed by about $5,000 to reach its first week's estimate of $50,000, "Up Front" is still doing fine business at Loew's State; a second week is expected to bring in about $30,000, or better than many recent first weeks. "Born Yesterday" at the Victoria is still tops in the longer runs; spurred by Judy Holliday's Academy Award, the house looks for an excellent $25,000 for the 15th week.

Also holding up are "Rawhide," at the Rivoli, with $18,000 reported due for a second week, and "14 Hours" at the Astor, with about $14,000 coming for its fourth week. At the Criterion, "The Prince of Peace" is still holding, with about $20,000 expected for a second week. A smash $49,000 was reported for the first week.

"Odette" is bringing the Park Avenue its best business in recent months, with a gross for the first week ending last night said to be just under $15,000.

"Cyrano de Bergerac" is ending a 21-week stand at the Bijou tonight, with nearly $9,000 registered for the final week. It will move over to the Golden tomorrow, continuing on a two-a-day, reserved seat policy, and the advance sale gives prospects for a long stay there. "Tales of Hoffman" bows in at the Bijou tomorrow night, also on a two-a-day basis.

The Sutton also changed bills, following 25 weeks with "Trio"; the final week brought in $4,500. "Kon-Tiki" begins its run there today, following last night's benefit premiere.

"A Yank in Korea" is leaving the Globe after a one-week stand; it is drawing a mild $8,000. "The Great Missouri Raid" comes in on Saturday. At the Mayfair, "Oh! Susanna" is expected to bring in about $10,000 for a 10-day stand; rather slow business. "The Man from Planet X" will open there on Saturday.

Loop Box-Office Business Hurdles Weather Barriers.

CHICAGO, April 2.—Loop business over the weekend was very good despite a rainy Saturday evening. Leading the parade was "The Mating Season" and a stage show starring Johnny Desmond, at the Oriental. Also doing good business were "Bird of Paradise," at the Palace; "Up Front," at the Grand; "Payment on Demand," at the Woods, and a stage show and the world premiere of "Ma and Pa Kettle Back on the Farm," at the Chicago. "Farm," while not up to expectations, should hit a $40,000 first week's gross.

Percentage Suits Filed in Pittsburgh

PITTSBURGH, April 2.—Five distributors have filed separate percentage suits here against Antonio R. Acquilina, Joseph T. Birocco and Joseph A. Birocco. Actions were instituted by Warner, Universal, United Artists, Loew's and Columbia in U. S. District Court for Western Pennsylvania. Theatres involved are the Garby in Clarion, Pa. and the Emlen in Emlenton, Pa. while it was allegedly operated by the defendants until about Jan., 1947.

Loew's is represented by Smith, Buchanan and Ingersoll of Pittsburgh, and the other distributors by Reed, Smith, Shaw and McClay of Pittsburgh, with Sargoy and Stein of New York as counsel.

Asks Depositions in Illinois Trust Suit

CHICAGO, April 2.—A notice to take depositions has been filed in Federal Judge Michael Igoe's court by attorneys for Kerasotes Brothers Theatres, defendants in a $1,000,000 anti-trust suit brought against them, and Balaban and Katz, Great States, and major distributors by the Springfield Drive-in Theatre Corp.

Depositions of Joseph N. Stikes, Eleanor R. Stikes, and Ruth B. Gustafson, director and owners of the Springfield Drive-in, will be taken in Waukegan beginning April 4. The suit was filed in Springfeld, Jan. 23, 1951, and charges that the defendants conspired to keep product out of the drive-in until after it had played all other theatres in Springfield during 1947 and 1948.

Personnel Changes Reported by FWC

SAN FRANCISO, April 2.—The following changes in Fox West Coast Northern California personnel have been put into effect by Spencer Leve, division manager; C. E. MacDonald, former Fresno city manager is now working with Harry Seipel, Peninsula district manager, prior to taking over the job when Seipel leaves to accept a position with Hoyts Theatres in Australia. Kenneth Kucera, transferred from the Alisal at Salinas to manage the T. and D., Paso Robles, replacing Homer Greenfield, resigned. Nevin Davidson goes from the Franklin, Oakland, to manage the State, Richmond.

Frank Burhans, manager of the Paramount, Oakland, has been temporarily checked into the Franklin, Oakland and Raymond Davis, formerly assistant manager of the Grand Lake, Oakland, has been appointed acting manager of the Franklin under Burhans' supervision. Robert Marseilles has been appointed manager of the Tower, Oakland, replacing George Rantz, who is on a leave of absence.

U-I Special Unit to Release 'Browning'

The film adaptation of Terence Rattigan's play, "The Browning Version," will be released in the U. S. by Universal-International's special films division, it was announced by Irving Sochin, the division's sales manager.

The picture stars Michael Redgrave and Jean Kent and is said to be "one of the most important from the J. Arthur Rank Organization since 'Hamlet'." Plans are being developed for release in September.

NEWS in Brief . . .

SAN FRANCISCO, April 2.—The AFL janitors' strike against motion picture theatres in Northern California has ended with a settlement giving the janitors $1 a day increase and an additional 27½ cent daily contribution to the union's welfare fund. The raise boosted their pay to $13.75 a day under a AFL Building Service Employe's Union contract. The wage increase is retroactive to Feb. 15 and the welfare fund contributions begin May 1.

•

Barbara Stanwyck, Gene Tierney, Edward Everett Horton and Phil Silvers, all representing the motion picture industry, were among the 17 persons given awards by Youth United at a dinner held at the Waldorf-Astoria.

•

NEW ORLEANS, April 2.—Torrential wind-swept rains over the entire New Orleans exchange area plunged box-office receipts to a low for this year. But, despite deluge-soaked New Orleans and all of Louisiana and mid and Southern portions of Mississippi, Alabama and Florida theatres were not closed. However, across the northern portion of Mississippi, big cities and towns like Vicksburg, Kosciusko and Columbus were battered and littered with debris, streets and highways were gutted, bridges are out and raging flood waters of the Black and Tombigbee rivers and the Yazoo Basin impeded traffic and many theatres were dark for two days.

•

PERTH AMBOY, N. J., April 2.—The Ditmas Theatre here, a 800-seat house owned by Irving Goldstein and J. J. Buchbinder, was destroyed on Sunday by fire. The owners estimated the loss at $200,000. No one was in the building.

•

Warner Brothers' two-reel Technicolor production of "My Country 'Tis of Thee," has been booked into New York's Radio City Music Hall as a special added attraction with the next feature to play at that house.

•

Ilya E. Lopert has been named chairman of the foreign committee of the amusement division of the Joint Defense Appeal of B'nai B'rith's Anti-Defamation League, it was announced here yesterday by Herman Robbins, division chairman.

Brazee to Manage 4 in Indianapolis

INDIANAPOLIS, April 2.—Maurice Brazee, former manager of Warner theatres in Oklahoma City, will become city manager for the Greater Indianapolis Amusement Co. today, as a result of changes resulting from the purchase of Ted Gamble's interest by Denham Theatres of Denver.

Dave Cockerill, president of Denham, was here from Denver to map policy with representatives of the Fourth Avenue Amusement Co. of Louisville, which now shares ownership of four local first-runs, the Indiana, Circle, Lyric and Keith's, with Denham. Kenneth T. Collins, the retiring city manager, plans to enter a hospital here for an operation before considering future committments.



BIRTHDAY PRESENT

The February issue of Modern Screen hit 1,340,000 circulation.

This high point reflects Modern Screen's editorial quality and its leadership of screen magazines on the newsstands of America.

It's particularly appropriate on Modern Screen's 20th anniversary — marking 20 years of solid development and growth.

George T. Delacorte
President
Dell Publishing Company, Inc.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 64 NEW YORK, U. S. A., TUESDAY, APRIL 3, 1951 TEN CENTS

US Asks No Added Taxes For This Year

Snyder Wants Quick Action on Tax Bill

WASHINGTON, April 2.—Treasury Secretary Snyder today told Congress it could put off at least until next year the so-called "second bite" of the Administration's tax program, and that it might develop that this extra tax boost would not be needed even then.

He told the House Ways and Means Committee that the Administration wanted quick action on the tax boosts it requested in January but promised it would not ask any further tax increases this year. He said whether additional tax increases are needed next year would depend on the way Federal spending turns out.

This means the film industry has come off relatively well in this year's

(*Continued on poge 6*)

75 to TOA's Board Parley

Between 50 and 75 Theatre Owners of America members are expected to be on hand for the organization's board meeting which will convene at the Mayflower Hotel in Washington tomorrow. The meeting will continue through Friday.

Among the items on the heavy agenda are the taking of action on the new by-laws for the Council of Motion Picture Organizations; arbitration proposals; plans to secure a

(*Continued on page 6*)

MPEA to Continue In Eastern Europe

The Motion Picture Export Association board has voted to continue for another year the MPEA distribution setup in Austria and in all of the Eastern European countries now within its orbit, it was announced here yesterday by Irving Maas, MPEA vice-president and general manager. The countries include Yugoslavia, Poland, Czechoslovakia, Hungary, Rumania Bulgaria and the Soviet Union.

The new extension carries the pe-

(*Continued on page 6*)

Heavy Rains Hurt SomeGrosses;'Kid', 'Wedding'Are Tops

Rain last Thursday and Friday dampened Easter week business at New York first-runs, causing some downward revisions of figures, but the weather failed to blight completely grosses that in some situations reached outstanding proportions.

Radio City Music Hall, for example, continued with the best Easter business in its history. On Friday, with an all day rain, the house grossed $23,051 with an attendance of 21,600, almost a record Friday. The outlook for the fourth week with "Royal Wedding" and the Easter stage show is $150,000, following $170,000 for the third week.

Also continuing at a magnificant pace is "The Lemon Drop Kid" at the Paramount, which reports a gross of $90,000 coming up for the second week. The opening week held to the estimated $97,000. Billy Eckstine heads the stage bill.

Less exciting are the returns from the Roxy, where a third week for "Bird of Paradise" and Tony Martin

(*Continued on poge 7*)

Wallis Finishes 2, Sets 2 More: Hazen

Hal Wallis Productions has just completed two pictures on the Coast, has two others awaiting release and will commence production on two more in the fall, it was reported here yesterday by Joseph H. Hazen, com-

(*Continued on page 6*)

ALLIED SCORES FCC STATEMENT

MPA TV Committee To Meet Here Today

Washington, April 2. — The Motion Picture Association's television committee will meet tomorrow in New York to discuss, among other things, last week's Federal Communications Commission decision on licensing policy with respect to film companies.

The meeting will also elect a permanent chairman for the committee. Theodore Black of Republic will preside.

Solon Hits FCC's 'GratuitousAttack' On Film Industry

WASHINGTON, April 2.—Senator Wiley (R., Wis.) today sharply attacked the Federal Communications Commission for a "gratuitious attack against the motion picture industry" and an attempt to intimidate the industry in its report last week on licensing policy.

In a letter to FCC chairman Wayne Coy, Wiley said he

(*Continued on page 5*)

Calls for 'Stern' Film Resistance, Hints At Congressional Action

WASHINGTON, April 2.—Abram F. Myers, general counsel of Allied States Association, today called on the entire film industry—exhibitors as well as producers—to put up "stern resistance" to last week's Federal Communications Commission decision on licensing film companies.

That decision in effect warned film companies to make their pictures, stories and talent available to television if they want radio and TV licenses.

Myers said the policy, if carried out, would "wreak havoc" among theatre owners. He implied that Allied might even demand a Congressional investigation.

"The report gives the impression that the Commission, moved by some undisclosed impulse, hurled a rock at

(*Continued on page 5*)

Delay D. of J. SCTOA Meet

WASHINGTON, April 2.—The meeting between spokesmen for the Southern California Theatre Owners Association and the Justice Department to discuss zoning in the Los Angeles area, arbitration and other California exhibition problems has been postponed.

Gus Metzger, chairman of the exhibitor committee named to meet with anti-trust chief H. Graham Morison, requested the postponement to give

(*Continued on page 4*)

Chicago Drive-in Code Bars Double Bills in 'A' Runs

Extend Decree Dates For Loew's, 20th-Fox

Both Loew's and 20th Century-Fox have been granted extensions for filing reorganization plans under the industry anti-trust decision. Both companies are negotiating with the Department of Justice for consent decrees.

Loew's, whose former deadline was March 31, has had the date extended to May 31. 20th-Fox, whose plan was due today, now has until May 10 to file.

CHICAGO, April 2.—The 12 Chicago area drive-ins have banded together this year and established a local "code of ethics." The code, a result of meetings between the drive-in owners, stipulates:

Any drive-in which plays in "A" week of first subsequent runs will not play double features. Drive-ins which want to play double features will have to go into "B" week.

The "dollar-a-car" policy will be eliminated and the straight 80 cents per person admission will be in effect.

The group will band together for a "policing" job, particularly to curb the stealing of speakers, which was a major problem last year.

Meetings will be held once a month for discussion of drive-in problems.

Vote of Confidence For Herbert Sorrell

HOLLYWOOD, April 2.—The membership of Studio Painters Local No. 644, in a meeting called to consider a decision by the executive board of the Brotherhood of Painters, Paperhangers and Decorators of America finding Local 644 business agent Herbert Sorrell guilty of affiliating himself with pro-Communist organizations and directing he no longer be permitted to hold union office, gave Sorrell a standing vote of confidence and

(*Continued on poge 4*)

Personal Mention

STEVE BRODY, president of Monogram and Allied Artists, arrived here yesterday from the Coast.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, and MRS. SKOURAS announce the engagement of their son, SPYROS S. SKOURAS, to BARBARA JANE FELDMAN, daughter of MR. AND MRS. C. RUSSELL FELDMAN of the Hotel Pierre and Cummings Point, Conn. The couple will be married in June.

•

MONTAGUE SALMON, JR., son of the managing director of the Rivoli Theatre here, has been named to an executive post with the United States Lines in Tokyo, and has left for his new assignment.

•

KENNETH MACKENNA, executive head of M-G-M's studio story department, is due to leave Hollywood April 25 for London on a combination business and pleasure trip.

•

CHARLES E. KURTZMAN of Loew's, Boston, accompanied by his family, has arrived here, completing a West Indies cruise aboard the *S.S. Mauretania*.

•

TOM BALDRIDGE, M-G-M field press representative for Charlotte and Washington, was in New York yesterday.

•

IRVING SOCHIN, sales head of Universal-International's special films division, has returned here from Chicago.

•

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, left here yesterday for Washington.

•

LILLIAN BRAMSON, secretary to ETHEL BLACK, Universal Pictures purchasing agent, became engaged recently to JULIUS POMERANTZ.

•

WILLIAM B. ZOELLNER, head of M-G-M's shorts and newsreel sales, is due in Washington today from New York.

•

BELA LUGOSI and MRS. LUGOSI will sail from New York for Europe today aboard the *S.S. Mauretania*.

•

PHIL KLARNET, of M-G-M's home office exploitation department, is in Chicago from New York.

•

RITA HAYWORTH arrived in New York yesterday from Europe aboard the *S.S. De Grasse*.

•

DAVID GOLDING, publicity manager for 20th Century-Fox, returned here yesterday from the Coast.

Marcus Loew's Dividend

TORONTO, April 2.—Marcus Loew's Theatres, Limited, operating two theatres here has paid a $1 dividend on the company's shares for the first quarter of 1951, thus maintaining the rate of the post-war years.

Tradewise . . .

By SHERWIN KANE

THE entire motion picture industry rightly feels that the gratuitous pronouncement of the Federal Communications Commission last week—which stated in effect that applications for television station licenses by motion picture companies may be judged on the basis of the number of films, stars, stories and other program components that are made available by them to television—is shocking.

There is in the FCC statement an almost undisguised threat—an element of coercion introduced without any exploration whatever of the economics involved—that unless you impoverish yourself to enrich your competitor you are very likely to be deprived of the right to engage in licensed television operations.

Those motion picture companies which have temporary authorizations from the FCC and have made substantial investments in television in consequence, are now confronted with a threat that those investments may be wiped out wholly, for they are of no value if their continuity is not assured.

The coercive effect of the FCC's pronouncement is emphasized by the fact that there can be no review of the policy it has indicated. The FCC has entered no order on the subject; there are no findings of fact, no conclusions—nothing to be challenged and reviewed.

Yet the FCC has the power of life and death in the matter of licensing. Hence the coercive effect of its suggested policy of granting no licenses unless the industry's substance is diverted from the nation's theatres, which cannot live without it, to the added nourishment of a competitor who not only cannot pay for it but who has managed thus far, at least, to do pretty well without it.

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The FCC is as aware as any one that the business of television and radio is advertising—the marketing of commercially sponsored programs to advance the sale of commercial products.

The most cursory reflection should reveal to the FCC that its suggested licensing policy is, in effect, a directive to the motion picture industry to get out of the business of entertainment and to get into the business of selling commercially sponsored product.

The Congressional authority under which the FCC operates does not give it such power as that. Nor do the laws of the nation compel an industrial diversion of that nature.

It is the duty of the industry to make that clear in no uncertain terms to the FCC and, should it evidence no sign of relenting, to carry the issue to Congress.

The sincere hope of many in this industry is that the meeting of the Motion Picture Association's television committee on the subject here today will lay the groundwork for some such stand of unqualified firmness in resisting the FCC's shockingly thoughtless pronouncement.

Burrows to Advise U. S. on Raw Stock

WASHINGTON, April 2.—Lincoln V. Burrows, Eastman Kodak official with experience in the World War II control program, has been appointed as an industry consultant to the National Production Authority's film division, it was announced by Nathan D. Golden, division chief.

Burrows will advise the division on problems relating to sensitized film and film equipment. Burrows' World War II experience will be particularly valuable to the division, Golden said.

DuMont Officials on Visit to London

LONDON, April 2.—Mortimer Loewi, Andrew Yager and Sidney Justin of the DuMont Laboratories-Paramount Television organizations have arrived here from New York on what is described as a tour of inspection of Britain's television activities.

DeMille Backs Ohio 'Right-to-Work' Bill

COLUMBUS, April 2.—Cecil B. DeMille will address the Ohio Senate's committee on financial institutions, commerce and labor here today in support of Senator David McK. Ferguson's "right-to-work" bill.

Senator Ferguson's bill would extend to workers in intra-state employment safeguards similar to those afforded workers in interstate commerce by the Taft-Hartley Act.

Set 300 Openings For 'Santa Fe'

"Santa Fe," Columbia, will open in some 300 theatres in the Kansas City and Cincinnati areas during the last week in April, the company reports here. The bulk of the bookings will be in the Kansas City area, starting with the Midland in Kansas City and the Dodge Theatre in Dodge City on April 26.

Quimby to Paris for U. N. Film Confab

Selected to represent the Hollywood film industry at a United Nations Film Conference of 18 European and South American countries, Fred Quimby of the Metro-Goldwyn-Mayer studios left here for Paris by plane yesterday.

The veteran head of M-G-M's short subject department and producer of M-G-M cartoons, will be one of three delegates to the conference, which will open in the French capital today. The other delegates are L. C. Larsen, of the University of Indiana, authority on educational films, and Ted Genoch of Paramount Newsreel, New York. The conference will run to April 10. Its purpose, under the leadership of UNESCO (the United Nations Educational, Social and Cultural Organizations), is to discuss ways of more effectively using films to raise world educational and cultural standards.

Quimby's invitation came from John Taylor, acting director-general, and Ross MacLean, head of the film division, both of UNESCO in Paris. Arrangements for Quimby's attendance were made by Howard Vickery, UNESCO contact representative of the U. S. State Department, with Loew's executives Nicholas M. Schenck, Louis B. Mayer and Dore Schary, for this first International Film Conference of UNESCO.

Quimby, accompanied by his wife, will remain in Europe after the conference closes to talk with Dave Lewis, head of European distribution for Loew's International, and Sam Eckman, holding the same position in the British Isles.

Plaque to Skouras For Davis and Peck

Presentation of special plaques honoring Bette Davis and Gregory Peck as "the outstanding actress and actor of the year" was made yesterday to Spyros P. Skouras, president of 20th Century-Fox, at the company's home office. Awards were based on a popularity poll run by Ted Rodis of the Pilgrim Theatre and Bert Green of the Ogden Theatre, both in New York.

The poll, which drew a total of 50,000 entries, honored the actress and actor for their roles in "All About Eve" and "Twelve O'Clock High," respectively. The plaques were donated by Henry Haefner of the Bay View Inn, night spot and restaurant.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

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T E STOR OF 00 KEYS

IS AN EYE-OPENER!



Paramount has now set the first 100 key dates on "The Mating Season" and results already put it squarely beside "At War With The Army," the "Irma" pictures and other extraordinary word-of-mouth attractions.

Excellent openings have been accompanied by an overwhelming reception from public and critics. And as the talk grows, so do the receipts.

Paramount's carefully planned booking pattern is your protection for maximum profits from this great comedy. Intensive pre-selling is accompanying its gradual play-off—in keys, sub-keys and all down the line.

Thus its snowballing fame becomes an ever-increasing asset to each engagement—and repeat engagement—of

PARAMOUNT'S WORD-OF-MOUTH WINNER



THE MATING SEASON

A very funny picture about the hamburger-slinging
MOTHER OF THE GROOM

ıe Tierney and John Lund in "THE MATING SEASON" with Miriam Hopkins • Thelma Ritter • Jan Sterling • A Mitchell Leisen Production
duced by Charles Brackett • Directed by Mitchell Leisen • Written for the screen by Charles Brackett, Walter Reisch and Richard Breen

National Pre-Selling

GROCERY trades are receiving an elaborate pressbook, produced by the Chicago branch of J. Walter Thompson advertising agency, in the tieup with Libby's Baby Foods, planned for the promotion of "Father's Little Dividend," by Dan Terrell, exploitation manager for Metro-Goldwyn-Mayer. Not in many moons have either of the trades seen anything as complete as this pressbook to set the national contest to find a nickname for "Little Stanley" as a cooperative deal between local theatres and merchants. Interesting notion is that for every major prize—and there are literally hundreds of them—all sponsored by Libby, there is a "dividend" prize for "Father." Top prize in the contest is a four-year college scholarship, worth $5,000 for the baby—while "Father's Little Dividend" is a Lord Elgin watch.

•

A full-scale exploitation campaign for 20th Century-Fox's "Take Care of My Little Girl" has been set with Whitman's Chocolates, and the campaign will kick-off with full-page color ads, beginning with the July 21 issue of *Saturday Evening Post*. Window and counter cards, posters and other promotional material are being supplied by Whitman's to its thousands of accounts throughout the country. Local drug and candy stores will cooperate at the local level with theatres in a tieup which is timed to the national release of the picture in August.

•

Street crowds in New York's garment district, long familiar with the standard mobile delivery hand-trucks, got a new thrill last week when 20th Century-Fox sent a safari of shapely damsels, clad in shorts and halters, wheeling latest dresses in garment racks through the Seventh Avenue area, with placards touting "I Can Get It for You Wholesale" at the Roxy Theatre.

On-the-spot radio promotions for the picture have been set up through a large-scale tieup with California Girl, Inc., and two dresses worn by Susan Hayward will be "plugged" on the program, "What's New in the Stores," with continual plugs on Nancy Dixon's radio show in cities and towns from Coast-to-Coast. Programs will be timed to the release of the picture in the area served by local radio stations for the benefit of both local theatres and department stores.

•

Debbie Reynolds, M-G-M's 18-year-old star, is featured in a picture story in the April *McCall's*. She is shown in her first starring role, with Gene Kelly, in "Singing in the Rain," and with Ezio Pinza, in "Mr. Imperium," in addition to some informal shots.

•

The entire F. W. Woolworth chain of 1,500 *stores has been brought into the tieup for "The Lemon Drop Kid," and managers of stores are now receiving instructions from their home office to cooperate with Paramount field men in the window displays of Lusk Lemon Drops, with appropriate accessories and the use of the popular "lemon drop guessing contest," which has been successful in theatre lobbies.*

NCAA Meet Will Consider Theatre TV

Chicago, April 2.—The television committee of the NCAA will meet here on April 6-7 to consider proposals by TV networks for experimental "live" telecasting of college football games next year.

The committee, under chairman Tom Hamilton of the University of Pittsburgh, will also be "open to consider" other experimental video subjects, such as theatre television, Phonevision, Skiatron, special events, like Army-Navy games and post-season games.

Full scale fashion shows on the stages of hundreds of theatres across the country are planned in connection with 20th Century-Fox's Technicolor comedy, "Half Angel." Shows will be staged by leading department stores, with attractive models wearing gowns and dresses copied from those worn in the picture. The gowns, by Travilla, have been adapted by Star Pattern Co., and will be advertised cooperatively in 79 leading newspapers, as part of the promotional campaign.

•

All stops have been pulled in the intensive promotion of the premiere of "Ma and Pa Kettle Back on the Farm" at the Chicago Theatre. The largest dairy farm serving the city is distributing 250,000 heralds in a "Back to the Farm" contest with the first prize being an actual farm (for a weekend farmer). The company will spot 2,500 posters in its affiliated stores to put over the contest in cooperation with the Balaban and Katz Theatres. A second contest, to "Name the Pony," will have a model farm, set up in the lobby, and Roy Roper, the milk company's TV cowboy star, doing personal appearances, with the winner getting the pony.

In addition, a local Hudson dealer is sponsoring a "Typical Ma and Pa Kettle Family" contest, with a television set as first prize. Twenty-two suburban newspapers are plugging a "Back to the Farm" square dance contest in cooperation with the Chicago Park Board, and 14 newspapers are conducting a "Find the Farm Animals" contest, with local merchants handing out entry blanks and cooperating with window displays.

•

Key city managers who have thrived on the personal appearance tours of such stars as Denise Darcell, just for one, can look forward to something dreamed up by S. Barrett McCormick, director of advertising; Terry Turner, exploitation director, and Don Prince, publicity director for RKO Pictures. For the forthcoming RKO picture, "Tokyo File 212," a troupe of 16 Japanese geisha girls—the genuine article—will tour key cities, starting May 2 at Keith's Theatre in Washington, where they will be entertained at a cocktail party, with *Look* magazine covering the event for pictures and story. The 16 girls, in groups of four, will make appearances in many cities and towns not usually included in such itineraries, but will rejoin to the full line for New York and Chicago openings.

—WALTER BROOKS

Para. Managers to Hold National Meet

A meeting of Paramount's divisional sales managers will be held at the home office April 7-8, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. The primary purpose of the meeting is to set up plans for and the agenda of the forthcoming national sales convention.

Attending the meeting will be M. R. Clark, South Central manager; J. J. Donohue, Central manager; Howard Minsky, Mideastern; Hugh Owen, Eastern and Southern; G. A. Smith, Western, and Gordon Lightstone, Canadian general manager.

Heading the home office contingent, in addition to Schwalberg, will be Barney Balaban, president of Paramount Pictures; Paul Raibourn, vice-president in charge of budgets, planning and television; E. K. O'Shea, vice-president of Paramount Film Distributing Corp.; Oscar Morgan, general sales manager of short subjects and Paramount News; Arthur Israel, assistant secretary of Paramount Film Distributing Corp.; Robert J. Rubin, assistant to Balaban; Jerry Pickman, acting national director of advertising-publicity; Arthur Dunne, head of the contract department; Martin Friedman, head of the playdate department; Fred Leroy, head of the statistical department, and Joseph Walsh, head of branch operations.

British Theatres Fight Tax Threat

LONDON, April 2.—Pre-budget estimates of government departments for defense already have caused British exhibitors to abandon hope for entertainment tax relief and to concentrate instead on efforts to avoid an increase in the tax. The budget is scheduled to be reported to Parliament on April 10.

The Cinematograph Exhibitors Association's tax committee has proposed to Sir Wilfrid Eady, second secretary of the Treasury, that theatres be allowed to increase admission prices to offset what they describe as the crushing burden of the tax. Under the plan the Treasury would take its share of any increase.

Rank, Davis Leave May 6 on U. S. Trip

LONDON, April 2.—J. Arthur Rank and his managing director, John Davis, are now scheduled to leave here for the U. S. on May 6, Rank by ship and Davis by plane. Neither will visit the Coast while in the U. S. but Rank may go to Philadelphia before leaving for home May 22.

SCTOA, D. of J. Meet

(*Continued from page* 1)

his group more time "to correlate and perpare the facts." Metzger wired Gael Sullivan, executive director of the Theatre Owners of America, who had set up the meeting, that the California group now thought it would be ready about the third week in April. The meeting was originally scheduled for tomorrow.

Sullivan said that Morison had agreed to put off the meeting and to be ready to meet with the California group whenever it is ready.

Coming Events

April 4-6—Theatre Owners of America board of directors meeting, Hotel Mayflower, Washington.
April 5-6—National Board of Review of Motion Pictures annual conference, Hotel McAlpin, New York.
April 10—Industry dinner honoring Richard Walsh, IATSE president, 21 Club, New York.
April 10-11—Allied Independent Theatre Owners of Iowa-Nebraska annual convention, Savery Hotel, Des Moines.
April 11—Cinema Stamp Collectors meeting, Hotel Astor, New York.
April 17-18—Motion Picture Operators of the South annual meeting, Henry Grady Hotel, Atlanta.
April 19—Amusement Division, Joint Defense Appeal of Greater New York, industry wide luncheon, Hotel Astor, New York.
April 25—Kansas-Missouri Theatre Association spring meeting, Kansas City.
April 25—Cinema Stamp Collectors meeting, Hotel Astor, New York.
April 30-May 4—Society of Motion Picture and Television Engineers 69th semi-annual convention, Hotel Statler, New York.

'Feldman Drive' Is Now in Final Lap

Universal Pictures' current 17-week "Charles J. Feldman Sales Drive" has entered its final four weeks. There are $35,000 in prizes.

Leader at the 12th week marker was the New Haven branch, managed by Arthur Greenfield. The Dallas branch, managed by Robert N. Wilkinson, was second, and the Denver branch, managed by Mayer Monsky, was third. The Southern division, headed by F. J. A. McCarthy, was in the lead and the district headed by Henry H. Martin and including Dallas, Kansas City, New Orleans, Oklahoma City and St. Louis held top spot.

Loew's Promotes Sokol and Rogers

COLUMBUS, O., April 2.—Robert Sokol, manager of Loew's Ritz Theatre at Pittsburgh, has been appointed manager of Loew's Broad, Columbus. He succeeds Carl Rogers, manager of the Broad for the past six years, who is being promoted to manager of Loew's Theatre at Dayton, succeeding William Reisinger, resigned.

Herbert Sorrell

(*Continued from page* 1)

adopted a resolution which read in part, "Be it resolved that Local 644 request the general executive committee to reconsider its action and reverse its decision." The resolution also stated, "Memberships of Local 644 have been in complete accord and have participated in making all policy which directed all actions both of Local 644 and Sorrell," and that "Local 644 is indebted to Sorrell for the many thousands of dollars on past obligations and on current contracts which have more than two years to run."



royal wedding

dances away with April SEVENTEEN's Picture-of-the-Month Award. We've told millions of our teen-age girl readers about its captivating dances, its melodies ("Liar Song" for instance), its light-hearted story of love. Watch this merry M-G-M Technicolor musical catch on with the teen-agers and their families, too. They all follow the movies in the pages of

seventeen

THE ENTERTAINMENT MAGAZINE FOR HIGH SCHOOL GIRLS

Allied Scores FCC

(*Continued from page* 1)

the film companies, but it struck the exhibitors," Myers said. "When a picture is shown on TV, its box office value in the area in which it is shown is destroyed. Certainly Congress never contemplated that the public interest could be served by tearing down an established industry in order to help a rival industry, which, once the novelty has worn off, may not retain public favor."

Declaring that the FCC report "sets a new record for usurpation of authority," Myers charged that the Commission, acting without any specific evidence or findings, had asserted power to regulate the motion picture industry and the use the industry makes of its properties, even though no such authority had been conferred on it by Congress.

"So far as we are aware," Myers declared in an eight-page press release, "no law provides and no court has ever held that it is a violation of law for a private corporation, acting alone and not in concert with others, to choose its own customers. And yet the whole purpose of the FCC proceeding was to determine the weight to be given law violations in the granting of licenses."

The Allied official emphasized that there was not the slightest intimation, when the Commission first announced the proceeding in question, that it might go into how freely film companies have made their films and talent available to television. Nor was the matter brought up at the hearing, he declared.

"Sometime between the close of the hearing and the issuance of the report," Myers said, "the Commission either evolved the idea or it was planted with it, that it could force motion picture companies to supply their best available films and talent to this rival entertainment medium in order to qualify for licenses."

Declaring that the Commission itself must not realize the full implications of its action, Myers said that to make good on its policy, the FCC would have to exercise strict control over the film companies, "Even to the extent of fixing prices for their products."

A TV station could not possibly pay as high a film rental as could a theatre, Myers said, and therefore the film companies would always be open to the charge of having sought to evade the FCC's policy by charging rentals too high for TV stations to pay. "Then the Commission will either have to back down on its policy or start fixing the price of film," he concluded.

Another result of the FCC's policy would be a serious loss of revenue for the government, Myers said, since huge amounts of admission taxes would be lost if the FCC follows out its policy of building up television at the expense of motion pictures. "Unless the Commission recedes from its position," the Allied official added, "this phase of the matter should receive the attention of Congress while the tax bill is under consideration."

Even if the film companies try to appease the Commission and make films available to television, there is no guarantee they will get their licenses, Myers declared. He pointed out that the Commission's report specifically said that it would consider past violations of the anti-trust laws as well as future policies, and that the film producers could be ruled out because of their past violations. "So it may still be all for naught," he stated.

Solon Hits FCC

(*Continued from page* 1)

would like to get from the Commission "an explanation of just how you can justify, if at all, its very unusual and to my way of thinking, extra-legal approach to this question."

Wiley pointed out that he was chairman of the Senate Judiciary Committee when Congress passed the act laying down administrative procedures to be followed by Federal agencies. A cardinal feature of that act, he declared, was that "no individual or company could become subject to an adverse ruling by a Federal commission until the individual or company had had a fair opportunity for a thorough hearing in which it could present its side of the case.

"It seems to me that the FCC stepped out of bounds when it in effect indicted the motion picture indutry for withholding the use of its stars and films from TV without giving that industry any opportunity to participate in public hearings on this question."

Wiley said he wanted to make it clear that he was not defending the film industry or saying whether the Commission's policy might not be right in the long run. "All I am saying," he declared, "is that neither the FCC nor any other Federal commission should pre-judge a case until there has been a hearing, notice of the issues, presentation of evidence and arrival at a decision. I do not feel the FCC should intimidate or coerce the motion picture industry or any other industry. An indictment without hearings amounts to such intimidation."

Senate Commerce Committee Chairman Johnson (D., Colo.), who has jurisdiction over the FCC, could not be reached for comment, but Committee officials said they felt much of the criticism of the FCC was premature. "It was laying down a very general policy," one official said. "It may never actually apply some of the things it said there. It's shaking a stick, but may never use it."

Mother of Arthur Israel

Services were held yesterday at Riverside Chapel for Mrs. Jennette B. Israel, 80, widow of Arthur Israel of Charleston, S. C., and mother of Arthur Israel, Jr., assistant treasurer of Paramount Pictures. Mrs. Israel died at her home here Friday night.

Nat Galley, 56

CINCINNATI, April 2.—Nat Galley, 56, head of the Galley circuit, operating houses here and nearby territory, died suddenly of a heart attack Saturday afternoon.

We're dancing à la Fred Astaire — on the ceiling and upside-down with glee — for again being selected for SEVENTEEN's Picture-of-the-Month Award. Exhibitors, too, will join us as they watch the teen-agers flock to see SEVENTEEN's choice for April,

royal wedding

starring Fred Astaire and Jane Powell, Peter Lawford, Sarah Churchill and Keenan Wynn, with Albert Sharpe. Directed by Stanley Donen and produced by Arthur Freed

AN M-G-M PICTURE



Sees Sept. 23-27 TOA Convention

Washington, April 2. — A Theatre Owners of America convention in New York this fall is "virtually certain," according to TOA executive director Gael Sullivan.

He said he was very confident that the board meeting here this week would ratify a report by Si H. Fabian proposing a convention at New York's Astor Hotel from Sept. 23 to 27. A contract for those dates has already been signed, he stated.

The convention committee would be headed by Fabian, with Walter Reade, Jr., and George Skouras as vice-chairmen.

Wallis Finishes 2

(*Continued from page* 1)

pany president. The Wallis organization releases through Paramount. Hazen's outline of production activity was given upon his return to New York after an absence of nearly a month, during which he conferred in Hollywood with producer Hal Wallis and vacationed in Florida.

Wallis, who has made pictures abroad in recent years, has no plans at present for further overseas production Hazen said.

The films just completed on the Coast, Hazen said, are "The Stooge," starring Dean Martin and Jerry Lewis, and "Peking Express," starring Joseph Cotten and Corrine Calvet. Previously completed and due for release in the fall are "Quantrill's Raiders," starring Alan Ladd, and "That's My Boy," starring Martin and Lewis. The two slated to go before the cameras in the fall are "Come Back, Little Sheba" and another Martin and Lewis starrer as yet untitled.

Honor Zukor at 'Outpost' Premiere

TUCSON, Ariz., April 2. — Adolph Zukor, chairman of the board of Paramount Pictures, will be honored by the Tucson Art Festival committee tomorrow at a special luncheon preceding the world premiere of Paramount's "The Last Outpost" at the Paramount Theatre here. Zukor will be presented with a plaque in appreciation of his contribution to the motion picture industry.

Four generations of Zukors, including the veteran, his granddaughter and her two children, will attend the ceremonies and the picture's opening. The children, incidentally, play roles in the film.

50 Illinois Houses In Radio Promotion

CHICAGO, April 2.—Fifty members of Allied Theatres of Illinois have completed arrangements for a radio tie-up with station WJJD to stimulate business in their independent houses.

The deal calls for spot announcements "plugging" independent theatre attractions on the radio station, in return for which the theatres will run trailers promoting the WJJD broadcasts of the White Sox baseball games this summer. Package is being handled by Jack Fisher Agency of Chicago.

TOA Board

(*Continued from page* 1)

"more even flow" of top product under releasing schedules; trade practices, with emphasis on arbitration; taxes. Ned E. Depinet, COMPO president, is scheduled to deliver to the meeting an appeal for support of the all-industry agency.

Mitchell Wolfson, board chairman, is scheduled to preside at the meeting. Other officers due to attend are: Samuel Pinanski, president; Sherrill Corwin and Myron Blank, vice-presidents; J. J. O'Leary, treasurer; Russell Hardwick, secretary; Leonard H. Goldenson and Nat Williams, co-chairmen of the finance committee; Gael Sullivan, executive director, and Herman M. Levy, general counsel.

Also expected to be on hand are: Mack Jackson, Alabama Theatres Association; Sam B. Kirby, Independent Theatre Owners of Arkansas; William Ruffin, Jr., Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee; Roy Cooper, California Theatres and Affiliated Industries; Charles R. Gilmour, Colorado Association of Theatre Owners; Albert M. Pickus, Motion Picture Theatre Owners of Connecticut; Sidney Lust, Motion Picture Theatre Owners of Metropolitan Washington, D. C.; E. D. Martin, Motion Picture Theatre Owners and Operators of Georgia; George Kerasotes, United Theatre Owners of Illinois; Charles Skouras, Southern California Theatre Owners Association; Dale Danielson and C. E. Cook, Kansas-Missouri Theatre Association; Guthrie F. Crowe, Kentucky's Association of Theatre Owners; Tom Edwards, MPTO of St. Louis, Eastern Missouri and Southern Illinois.

Also, Howard Kennedy and Robert R. Livingston, Nebraska Theatres Association; Walter Reade, Jr., New Jersey Chapter of TOA; E. R. Hardwick and Marlin Butler, New Mexico Theatre Association; Harry Lamont, Theatre Owners of Albany, N. Y.; Exchange Area; Merritt A. Kyser, Motion Picture Theatre Owners of New York State; Ben L. Strozier and H. F. Kincey, Theatre Owners of North and South Carolina; Morris Loewenstein, Theatre Owners of Oklahoma.

Also, Lewen Pizor, United MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware; Edward M. Fay, Theatre Owners of Rhode Island; Walter L. Morris, Tennessee Theatre Owners Association; Henry Reeve, Texas Theatre Owners Association; Morton G. Thalhimer, Virginia Motion Picture Theatre Association; B. H. Palmer and Mrs. Elizabeth M. Pugh, Motion Picture Theatre Owners of West Virginia; M. S. Mullin, New England Theatres.

Depinet Expected at Thursday, Friday TOA Board Sessions

WASHINGTON, April 2.—Gael Sullivan, Theatre Owners of America executive director, said here today that he expected Ned E. Depinet, Council of Motion Picture Organizations president, would attend both the Thursday and Friday meetings of the TOA board, and to address one of the sessions in an effort to smooth over ruffled feelings between the TOA and COMPO. The board meeting will open at the Mayflower Hotel here Wednesday.

Sullivan said he felt much more optimistic now about the COMPO situation than he did some 10 days ago.

Added Taxes

(*Continued from page* 1)

Administration tax recommendations.

The Ways and Means Committee closed its tax hearings after hearing Snyder. It will start executive session work Wednesday, and will probably take four weeks or better to report out a bill.

Synder said that higher-than-expected revenue and lower-than-expected spending meant that the Administration could get by on the specific tax increases asked for in February, without an additional $5,000,000,000 or $6,000,000,000 second tax increase bill. His February testimony had implied that this would be needed.

The specific tax program laid down by the President in January and by Snyder in February proposed a four per cent increase in individual income taxes, an eight point boost in corporate taxes, higher excises on television sets, autos and other items, and increased capital gains taxes. At that time, the Administration said its program would raise $10,155,000,000 a year. On the basis of new revenue estimates, the program's yield was put at $10,720,000,000.

Retain MPEA

(*Continued from page* 1)

riod of joint operation under the MPEA to Aug. 31, 1952, twelve months beyond the expiration date of the present licensing agreements.

While all 10 member companies of the Export Association are participating in the extension for the Eastern European countries, only seven are using the MPEA distribution facilities in Austria. Allied Artists, Columbia and United Artists withdrew from the MPEA operation in that country last year.

Of the Eastern European countries, only Jugoslavia, and to a much more limited extent, Poland and Czechoslovakia, still release American motion pictures. According to Maas, a renewal of the MPEA film pact with the Jugoslav Film Monopoly is now imminent.

Hungary, Rumania and Bulgaria, fertile markets for American films from the end of the war until the Communists seized control, are now tightly closed to Hollywood product as well as to all films from western film-producing nations.

Exhibition of American motion pictures in the Soviet Union has thus far been confined to a handful of features which the Russians claim to have confiscated in Germany as "trophies of war." These are now being shown in Soviet theatres over U.S. State Department protest and without the sanction of either MPEA or the member companies who own the pictures.

Slate Crescent Argument

WASHINGTON, April 2.—Argument is slated Friday in Federal District Court in Nashville on a technical phase of the government's contempt case against Crescent. The argument deals with the scope of the information each side is to give the other.

Rites Today for Forbes

Funeral services for Ralph Forbes, film and stage actor, will be held today in the Walter B. Cooke Funeral Home here. Forbes, a native of London, died Saturady in Montefiore Hospital, Bronx.

Gualino Due Today For Italo-US Talks

The exploratory Italo-American film talks are continuing here, the conferees having met again yesterday, it was reported by John G. McCarthy, head of the Motion Picture Association of America's international division. Dr. Renato Gualino, who preceded the Italian delegates to New York and who flew back to Rome over the weekend, is scheduled to rejoin his colleagues here today.

Queried on the *quid pro quo* proposals already submitted by the Italians, representatives of some film companies' foreign departments said yesterday that they believed the American distributors could not legally make any guarantees to the Italians regarding the future earnings of Italian films in the U. S.

The Italian delegates who have been meeting here with representatives of MPAA and the Society of Independent Motion Picture Producers, include Dr. Eitel Monaco, Italo Gemini and Dr. Francesco Penotti, all of whom are connected with the Italian industry, not the government.

S. Africa Unblocks All U.S. Earnings

The Union of South Africa has dropped all restrictions on remittances for the American film companies, it was reported here yesterday by motion picture export representatives following receipt of word of the new development from Johannesburg.

Last year South Africa relaxed its 50 per cent freezing order to allow for remittance of 71 per cent of American film earnings.

The 100 per cent unfreezing at this time represents a jump from the 71 per cent.

Indiana Allied Sets May Convention

INDIANAPOLIS, April 2.—The Allied Theatre Owners of Indiana will hold their annual spring convention and outing at French Lick Springs Hotel May 22 and 23. The dates are nearly a month earlier than usual.

The ATOI board of directors has postponed its regular monthly meeting here until April 17, at the Indianapolis Athletic Club.

Skouras to Debate

BOSTON, April 2. — Spyros P. Skouras, president of 20th Century-Fox, will participate in an open forum on April 13 at the Cambridge High and Latin School, Cambridge, Mass., on the topic, "Are Movies Better Than Ever?" Sponsored by the Harvard Law School Forum, other participants will include Al Capp, cartoonist, and Faye Emerson.

Aid Canadian RC Drive

TORONTO, April 2.—A special committee of 21 members representing all branches of the film industry here, has been organized under the chairmanship of R. W. Bolstad, vice-president of Famous Players Canadian Corp., to assist in the annual fund-raising campaign of the Canadian Red Cross Society because of the international emergency.

Coast Production In Slight Drop

HOLLYWOOD, April 2.—The production index has dropped two points, for a total of 27 pictures in work. Six new features were started while eight were completed.

Started were: "Ten Tall Men," Columbia; "Yes, Sir, Mr. Bones," Lippert; "Banner Line," Metro-Goldwyn-Mayer; "Father Takes the Air," Monogram; "Rangers of the Golden Sage," Republic; "The Cave," Universal-International. Completed were: "The Son of Dr. Jekyll," Columbia; "The Hoodlum" (Jack Schwarz Productions), Eagle Lion classics; "Peking Express" (Hal Wallis Productions), "Rhubarb," "Detective Story" and "The Stooge" (Wallis), all Paramount; "The Rodeo King and the Senorita" and "South of Caliente," Republic.

House 'Red' Probers Weigh TV Hearings

WASHINGTON, April 2.—The House Un-American Activities Committee was reported today to be considering a permit to televise its Hollywood hearings when they reopen next week.

Newsreels and television cameras were barred from the one-day hearings which the Committee held on March 22. Committee officials pointed out that the March 22 hearings was held in the small meeting room of the Committee, and only still photographers were allowed.

The Committee is now considering moving its hearings to the large caucus room in the House Office Building, and if this is finally agreed on, it will probably permit newsreel and television cameras.

Sen. Cain Questions Video Hearings

WASHINGTON, April 2.—Senator Cain (R., Wash.) said he would ask the Senate to reconsider its action citing for contempt two witnesses who refused to testify before the Senate crime committee so long as television, newsreel and radio equipment was present.

Filing a motion to reconsider the contempt vote, Cain said he felt the witnesses were "quite within their rights." He stated he had watched the hearings on television, "tried to put myself in their shoes," and "felt a tremendous sympathy" for the two men. Chairman Kefauver (D., Tenn.) said he felt the contempt citations against the two witnesses would provide a needed court test of the issue.

Legion Reviews 9; Rates One as 'B'

Nine additional films have been reviewed by the National Legion of Decency with one, "The Lemon Drop Kid," receiving a "B" classification.

In Class A-I are M-G-M's "The Painted Hills," 20th Century-Fox's "The Sword of Monte Cristo," and RKO's "Tarzan's Peril." In Class A-II are Universal-International's "Abbott and Costello Meet the Invisible Man," Paramount's "Appointment with Danger," Columbia's "Flame of Stamboul" and "Lorna Doone," and Lippert's "Mask of the Dragon."

Rains Affect N. Y. Grosses

(*Continued from page* 1)

on stage is not expected to top $70,000. The final report on the second week for the bill is now $92,000, scaled down from an original estimate of $98,000.

The Strand's opening week with "Lullaby of Broadway" brought in about $48,000; only a moderate gross for the period. Guy Mitchell tops the stage show. Also modest, although it opened later in the holiday week, is "Soldiers Three" at the Capitol, with about $47,000 due for the first week. Russ Morgan's band is on stage.

Though it failed by about $5,000 to reach its first week's estimate of $50,000, "Up Front" is still doing fine business at Loew's State; a second week is expected to bring in about $30,000, or better than many recent first weeks. "Born Yesterday" at the Victoria is still tops in the longer runs; spurred by Judy Holliday's Academy Award, the house looks for an excellent $25,000 for the 15th week.

Also holding up are "Rawhide," at the Rivoli, with $18,000 reported due for a second week, and "14 Hours" at the Astor, with about $14,000 coming for its fourth week. At the Criterion, "The Prince of Peace" is still holding, with about $20,000 expected for a second week. A smash $49,000 was reported for the first week.

"Odette" is bringing the Park Avenue its best business in recent months, with a gross for the first week ending last night said to be just under $15,000.

"Cyrano de Bergerac" is ending a 21-week stand at the Bijou tonight, with nearly $9,000 registered for the final week. It will move over to the Golden tomorrow, continuing on a two-a-day, reserved seat policy, and the advance sale gives prospects for a long stay there. "Tales of Hoffman" bows in at the Bijou tomorrow night, also on a two-a-day basis.

The Sutton also changed bills, following 25 weeks with "Trio"; the final week brought in $4,500. "Kon-Tiki" begins its run there today, following last night's benefit premiere.

"A Yank in Korea" is leaving the Globe after a one-week stand; it is drawing a mild $8,000. "The Great Missouri Raid" comes in on Saturday. At the Mayfair, "Oh! Susanna" is expected to bring in about $10,000 for a 10-day stand; rather slow business. "The Man from Planet X" will open there on Saturday.

Loop Box-Office Business Hurdles Weather Barriers.

CHICAGO, April 2.—Loop business over the weekend was very good despite a rainy Saturday evening. Leading the parade was "The Mating Season" and a stage show starring Johnny Desmond, at the Oriental. Also doing good business were "Bird of Paradise," at the Palace; "Up Front," at the Grand; "Payment on Demand," at the Woods, and a stage show and the world premiere of "Ma and Pa Kettle Back on the Farm," at the Chicago. "Farm," while not up to expectations, should hit a $40,000 first week's gross.

Percentage Suits Filed in Pittsburgh

PITTSBURGH, April 2.—Five distributors have filed separate percentage suits here against Antonio R. Acquilina, Joseph T. Birocco and Joseph A. Birocco. Actions were instituted by Warner, Universal, United Artists, Loew's and Columbia in U. S. District Court for Western Pennsylvania. Theatres involved are the Garby in Clarion, Pa. and the Emlen in Emlenton, Pa. while it was allegedly operated by the defendants until about Jan., 1947.

Loew's is represented by Smith, Buchanan and Ingersoll of Pittsburgh, and the other distributors by Reed, Smith, Shaw and McClay of Pittsburgh, with Sargoy and Stein of New York as counsel.

Asks Depositions in Illinois Trust Suit

CHICAGO, April 2.—A notice to take depositions has been filed in Federal Judge Michael Igoe's court by attorneys for Kerasotes Brothers Theatres, defendants in a $1,000,000 anti-trust suit brought against them, and Balaban and Katz, Great States, and major distributors by the Springfield Drive-in Theatre Corp.

Depositions of Joseph N. Stikes, Eleanor R. Stikes, and Ruth B. Gustafson, director and owners of the Springfield Drive-in, will be taken in Waukegan beginning April 4. The suit was filed in Springfeld, Jan. 23, 1951, and charges that the defendants conspired to keep product out of the drive-in until after it had played all other theatres in Springfield during 1947 and 1948.

Personnel Changes Reported by FWC

SAN FRANCISO, April 2.—The following changes in Fox West Coast Northern California personnel have been put into effect by Spencer Leve, division manager; C. E. MacDonald, former Fresno city manager is now working with Harry Seipel, Peninsula district manager, prior to taking over the job when Seipel leaves to accept a position with Hoyts Theatres in Australia. Kenneth Kucera, transferred from the Alisal at Salinas to manage the T. and D., Paso Robles, replacing Homer Greenfield, resigned. Nevin Davidson goes from the Franklin, Oakland, to manage the State, Richmond.

Frank Burhans, manager of the Paramount, Oakland, has been temporarily checked into the Franklin, Oakland and Raymond Davis, formerly assistant manager of the Grand Lake, Oakland, has been appointed acting manager of the Franklin under Burhans' supervision. Robert Marseilles has been appointed manager of the Tower, Oakland, replacing George Rantz, who is on a leave of absence.

U-I Special Unit to Release 'Browning'

The film adaptation of Terence Rattigan's play, "The Browning Version," will be released in the U. S. by Universal-International's special films division, it was announced by Irving Sochin, the division's sales manager.

The picture stars Michael Redgrave and Jean Kent and is said to be "one of the most important from the J. Arthur Rank Organization since 'Hamlet'." Plans are being developed for release in September.

NEWS in Brief . . .

SAN FRANCISCO, April 2.—The AFL janitors' strike against motion picture theatres in Northern California has ended with a settlement giving the janitors $1 a day increase and an additional 27½ cent daily contribution to the union's welfare fund. The raise boosted their pay to $13.75 a day under a AFL Building Service Employe's Union contract. The wage increase is retroactive to Feb. 15 and the welfare fund contributions begin May 1.

•

Barbara Stanwyck, Gene Tierney, Edward Everett Horton and Phil Silvers, all representing the motion picture industry, were among the 17 persons given awards by Youth United at a dinner held at the Waldorf-Astoria.

•

NEW ORLEANS, April 2.—Torrential wind-swept rains over the entire New Orleans exchange area plunged box-office receipts to a low for this year. But, despite deluge-soaked New Orleans and all of Louisiana and mid and Southern portions of Mississippi, Alabama and Florida theatres were not closed. However, across the northern portion of Mississippi, big cities and towns like Vicksburg, Kosciusko and Columbus were battered and littered with debris, streets and highways were gutted, bridges are out and raging flood waters of the Black and Tombigbee rivers and the Yazoo Basin impeded traffic and many theatres were dark for two days.

•

PERTH AMBOY, N. J., April 2.—The Ditmas Theatre here, a 800-seat house owned by Irving Goldstein and J. J. Buchbinder, was destroyed on Sunday by fire. The owners estimated the loss at $200,000. No one was in the building.

•

Warner Brothers' two-reel Technicolor production of "My Country 'Tis of Thee," has been booked into New York's Radio City Music Hall as a special added attraction with the next feature to play at that house.

•

Ilya E. Lopert has been named chairman of the foreign committee of the amusement division of the Joint Defense Appeal of B'nai B'rith's Anti-Defamation League, it was announced here yesterday by Herman Robbins, division chairman.

Brazee to Manage 4 in Indianapolis

INDIANAPOLIS, April 2.—Maurice Brazee, former manager of Warner theatres in Oklahoma City, will become city manager for the Greater Indianapolis Amusement Co. today, as a result of changes resulting from the purchase of Ted Gamble's interest by Denham Theatres of Denver.

Dave Cockerill, president of Denham, was here from Denver to map policy with representatives of the Fourth Avenue Amusement Co. of Louisville, which now shares ownership of four local first-runs, the Indiana, Circle, Lyric and Keith's, with Denham. Kenneth T. Collins, the retiring city manager, plans to enter a hospital here for an operation before considering future committments.



BIRTHDAY PRESENT

The February issue of Modern Screen hit 1,340,000 circulation.

This high point reflects Modern Screen's editorial quality and its leadership of screen magazines on the newsstands of America.

It's particularly appropriate on Modern Screen's 20th anniversary — marking 20 years of solid development and growth.

George T. Delacorte
President
Dell Publishing Company, Inc.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 65 NEW YORK, U.S.A., WEDNESDAY, APRIL 4, 1951 TEN CENTS

Myers Sees Reforms in Film Selling

Predicts A Changeover To 'Incentive Sales'

WASHINGTON, April 3. — Allied States Association general counsel Abram F. Myers declares that distributors are going to have to change over from "penalty selling" to "incentive selling" if the industry is to surmount the challenges ahead from television and other competing entertainments.

Myers characterized the working out of such an "incentive" system as "one of the biggest jobs we have to face."

"In my judgment," he said, "there is going to have to be a complete reform in licensing practices. There has been no real innovation in film selling in the last 40 years—just some refine-

(*Continued on page 4*)

Stabilization of Economy to Profit Industry: Yates

Herbert J. Yates, whom the Republic board of directors reelected company president, told the annual stockholders' meeting which preceded the election that he believed industry conditions have improved and that further improvement would follow

(*Continued on page 2*)

April 16 Is Set for SCTOA-U.S. Meet

Washington, April 3.—The meeting of representatives of the Southern California Theatre Owners Association with the Department of Justice, originally scheduled to be held here today, will he held on April 16.

The meeting is to consider a new trade practice system designed to reduce zoning and clearance problems in the Los Angeles area. Among other reasons for the delay is that exhibitors in the L.A. area have been reporting in daily with new suggestions and the committee desires that all might be included.

Aid to Independents Unless Films Improve: Sullivan

WASHINGTON, April 3.—The Theatre Owners of America today warned that its members would aid and finance independent production unless present producers and distributors turn out more and better pictures, with new stars and new stories.

This was one of the highlights of a militant, "stand-up-and-fight-for-your-rights," address prepared by TOA executive director Gael Sullivan as the opening speech for the board meeting which gets under way here tomorrow. The meeting, at the Mayflower Hotel, will run through Friday.

Sullivan's keynote address contained some of the most bitter criticism of existing producers and distributors yet to come from a top TOA official.

"If distribution remains complacent and content with existing markets for their curtailed product, and does not meet the need for more pictures, new faces and new stories, exhibitors in TOA will join with others in doing everything possible to encourage independent production, even to the point of underwriting the financing for the independent producer," Sullivan said. "Already there are members of TOA who are actively engaged in the promotion and financing of independent production, and their numbers will increase if distributor indifference to expanding production continues."

Sullivan admitted that the National Exhibitors Film Finance Co. had not gotten very far in a similar plan, but said that "maybe the time wasn't right, the promotion wasn't good, or something. Anyhow, the situation can change."

At another point, the TOA official declared that no one who participates in the sale, distribution and exhibition of motion pictures today can describe our distributor-exhibitor

(*Continued on page 4*)

WB Contest to Aid Grosses

Warner Theatres' zone in Pittsburgh will be the experimental ground for a region-wide box-office contest which will be duplicated in all of the company's theatre zone areas from Coast-to-Coast and in independent theatres as well. For the contest, Warner is combining the efforts of its distribution and theatre forces, under the leadership of Ben Kalmenson, general sales manager, and Harry M. Kalmine, president of Warner Theatres.

A box-office "hypo" aimed at theatres all over the country will be pointed by the company in the direc-

(*Continued on page 5*)

Johnston Will Fete Italians Tomorrow

The Italian industry delegates to the exploratory Italo-American film meetings here will be the guests of Eric A. Johnston at a luncheon in Washington tomorrow, the Motion Picture Association of America reported yesterday. Italian Embassy and U. S. State Department representatives also will attend the luncheon. Another guest will be Nathan D. Golden, National Production Authority film chief.

Johnston, on leave as president of

(*Continued on page 2*)

Allied Stands Firm on VHF

WASHINGTON, April 3.—Trueman T. Rembusch, president of Allied States Association, said Allied is still firm in its stand that the very high television frequencies must eventually be abandoned by television broadcasters, and that exhibitors should fight for these frequencies for theatre television.

Allied released a report by Rembusch, approved by Allied's TV committee, commenting on the recent reallocation of television broadcasting frequencies proposed by the Federal Communications Commission.

Some sources said that the FCC's

(*Continued on page 5*)

Holliday, Ferrer On New 'Red-Front' List

WASHINGTON, April 3. — Academy Award winners Judy Holliday and Jose Ferrer were included in a list issued by the House Un-American Activities Committee today of 245 individuals who have been affiliated with from five to 10 "Communist-front organizations."

John Howard Lawson appeared as one of eight who had been affiliated with from 41 to 50 such outfits. Albert Maltz and Dalton Trumbo were listed as being affiliated with to 21 to

(*Continued on page 5*)

Coy May Talk To TOA Board On FCC Policy

'Can Dispel Excitement,' Gael Sullivan Asserts

WASHINGTON, April 3. — Gael Sullivan, executive director of the Theatre Owners of America, said today that he still had hopes that FCC chairman Wayne Coy could fight off a bad cold and spare time from several Congressional appearances which he has scheduled to appear before the TOA board meeting here tomorrow and explain the recent FCC orders. He said he felt Coy "could dispel in five minutes much of the excitement."

Sullivan referred both to the FCC's statement last week that film companies should make their pictures, stories and talent available to television if they want TV licenses and to

(*Continued on page 4*)

MPAA Law Group Defers Action on FCC's TV Policy

The law committee of the Motion Picture Association of America met here yesterday to discuss the Federal Communications Commission's statement of policy toward film companies applying for TV and radio licenses.

The committee took no formal ac-

(*Continued on page 4*)

Myers Hits Refusal To Endorse COMPO

Washington, April 3.—The recent refusal of the Southern California Theatre Owners Association to endorse the Council of Motion Picture Organizations came under criticism today from the Allied States Association.

"What became of the COMPO plan for a nationwide campaign to put the movies back in the running," Allied general counsel Abram F. Myers demanded in an Allied bulletin. "Apparently business is so good in Southern California they do not need to back the COMPO movement.

Personal Mention

WILLIAM M. PIZOR, vice-president of Lippert Productions, Inc., has left here for Europe.

•

MONROE GOODMAN, executive assistant to A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will be given a bachelor dinner tomorrow evening by friends.

•

JOSEPH SUGAR, assistant to BERNARD G. KRANZE, Eagle Lion Classics distribution vice-president, has returned here from Charlotte and Memphis.

•

IRVING SOCHIN, sales head of Universal-International's special films division, is due to leave here today for Albany, Buffalo and Rochester.

•

DON PRINCE, RKO Pictures publicity director, left here last night for Chicago on business and is expected back on Friday.

•

P. T. DANA, Universal Eastern sales manager, left New York yesterday for Detroit and Pittsburgh.

•

JACK ELLIS of Ellis Films has returned here from a Florida vacation.

'Depinet Drive' Meeting Today

North-South division manager Charles Boasberg of RKO Pictures, his assistant, Carl Peppercorn, and Len Gruenberg, Metropolitan district manager, will conduct a "Ned Depinet Drive" rally at the New York exchange starting this morning.

Also attending the meeting will be local branch manager Phil Hodes, office manager Milton Yeoman, salesmen Herman Silverman, Lou Kutinsky, Charlie Penser, John Dacey and Ted Krasner, and bookers Bill Hartman, Dorothy Post, Fred Trauner, Charles Raffaniello and Lou Solkoff.

Award Citations to 7 of B'nai B'rith

"Presidents' Night" was observed by New York's Cinema Lodge of B'nai B'rith at the Hotel Astor here last night, with Tony Martin as guest of honor.

Seven Cinema members were presented with B'nai B'rith citations. They were: Leo Jaffe, Henry Randel, Myron Sattler, Richard Malkin, Milton Livingston, Jack Weissman and Robert K. Shapiro.

Pickman at Phila. Meet

PHILADELPHIA, April 3. — Jerry Pickman, head of national advertising-publicity for Paramount, is here from New York for meetings with William Goldman, president of Goldman Theatres; Ted Schlanger, zone manager of Warner Theatres; Everett Callow, publicity manager of Warner Theatres here, and other exhibitors and circuit heads to discuss frothcoming Paramount product.

N. Y. University To Honor Moskowitz

Charles C. Moskowitz, vice-president and treasurer of Loew's, Inc., will be one of five New York business leaders to be honored by the Alumni Association of the New York University's School of Commerce, Accounts and Finance, on Tuesday, April 10, at the association's annual dinner in New York's Hotel Roosevelt.



C. C. Moskowitz

Moskowitz an alumus of N. Y. U. Class of 1914, will be one of the recipients of the Madden Memorial Award, presented annually in memory of the late Dean John T. Madden of the School of Commerce. "It will be bestowed upon alumni whose careers have exemplified outstanding achievement in business, industry, or professional life, reflecting both credit and honor on their Alma Mater."

Yates

(*Continued from page* 1)

when the economic scene became stabilized.

The Republic chief executive said that Republic's business for the first quarter this year is running on a par with the first quarter of 1950.

Commenting on the company's new distribution setup in Great Britain and Eire, he reported a "very substantial increase" in gross business for the first seven weeks of operation in those areas.

Five directors, including Yates, were reelected to the board by the largest stockholder representation (76 per cent) in the history of the company at the annual meeting at the home office here.

Other Officers

Subsequently, at a meeting of the board, the following officers were reelected with Yates: James R. Grainger, executive vice-president; Walter L. Titus, Jr., Arthur J. Miller and John J. O'Connell, vice-presidents; John Petrauskas, Jr., treasurer; Joseph E. McMahon, secretary; Albert E. Schiller and Ira M. Johnson, assistant secretaries and N. K. Loder, Richard Rodgers and Harold Lange, assistant treasurers. Hy J. Glick and Gordon Kay were elected assistant secretary-treasurer.

Others reelected to the board were Grainger, Albert W. Lind, Frederick R. Ryan and Richard W. Altschuler.

Marcus Acquires Two

MINNEAPOLIS, April 3—Ben Marcus' S. and M. Theatres has acquired the State and Stout theatres at Menominee, Wis., from the circuit operated by the late George Miner. Marcus reportedly outbid several circuits for the two theatres, but the purchase price was not disclosed.

Balaban Head of Awards Dinner Unit

Barney Balaban will head the film industry committee for the annual Michael Awards Dinner of the Academy of Radio and Television Arts and Sciences. Members of the committee include: Nate Blumberg, Ned E. Depinet, Charles C. Moskowitz and Spyros P. Skouras.

Proceeds of the dinner, which will be held in the Waldorf-Astoria Hotel here on May 7, will be donated to United Cerebral Palsy's campaign for $5,000,000 to help the nation's cerebral palsied.

Johnston, Italian

(*Continued from page* 1)

the MPAA, will take time out from his work as Economic Stabilization Agency director to greet and confer with the Italian industry representatives. Joyce O'Hara who, during Johnston's absence, has been serving as MPAA executive officer, and John G. McCarthy, chief of the MPAA's international division, also will attend the luncheon.

The MPAA committee, headed by McCarthy, which has been conferring with the Italians, yesterday reported to the Motion Picture Export Association board on the trend of the conferences. The board then met to review some of the problems which have been posed and decided to meet again soon for a further examination of the Italo-American situation. Also present at the meeting of the MPEA board, which is made up of the foreign managers of the distribution companies, were Barney Balaban, Paramount president; Spyros P. Skouras, 20th-Fox president, and A. Schneider, Columbia vice-president.

The Italians, namely Dr. Renato Gualino, Dr. Eitel Monaco, Italo Gemini and Dr. Francesco Penotti, have made a wide variety of proposals for increasing the income on Italian pictures in the U. S. market, one being that a central Italian distributing agency be set up here for the purpose of implementing the sale of Italian product. That particular proposal, however, has met with strong resistance from the Americans. Meanwhile, no dubbing licenses are being issued to U. S. pictures in Italy pending the reaching of an agreement.

The committee which has been conferring with the visitors includes Phil Reisman, RKO; Emanuel Silverston, 20th-Fox; George Weltner, Paramount, and Amerigo Aboaf, Universal. William Levy of the Walt Disney organization has been representing the Society of Independent Motion Picture Producers at the talks.

Cohen Starts a Tour Of ELC's Exchanges

Milton E. Cohen, Eagle Lion Classics general sales manager, left here yesterday for a tour of Midwestern and Southern exchanges. He will meet with ELC division, district and branch managers.

Newsreel Parade

THE Academy Award winners and fighting overseas are current newsreel highlights. Other items include Ambassador William O'Dwyer's return to Mexico, Rita Hayworth's arrival here, and sports. Complete contents follow:

MOVIETONE NEWS, No. 28.—Academy Awards. William O'Dwyer leaves for Mexico. Rita Hayworth returns to U. S. The 40th division sails for Japan. The Cutlass, new jet fighter. "Muddercycle" scramble. Motorboat hoopla.

NEWS OF THE DAY, No. 262—President Auriol at Annapolis. William O'Dwyer discusses Senate crime probe. Academy Award winners. Square-dance hits Japan. Boat race. Cycle-mudders. Rita Hayworth is back.

PARAMOUNT NEWS, No. 65—President Auriol's whirlwind tour here. "Oscar" winners. Rita Hayworth back. William O'Dwyer returns to Mexico. American Legion commander returns to German village. French thwart rebel attack. Turf thrills.

TELENEWS DIGEST, No. 14-A—*La Prensa* editor escapes. Indo-China: railway war. Korea: Commando raid. Berlin: East-West tension. Israel: women's army. Japan: square-dancing. Lumber jack contest. Basketball.

UNIVERSAL NEWS, No. 444—President Auriol in U. S. Italy: Ex-"G.I." keeps invasion vow. Film "Oscars" awarded. News from the sport world: Collegiate gymnasts shine. Motorcycle mud race.

WARNER PATHE NEWS, No. 67—President Auriol before Congress. Youngsters find $33,481. The 40th division sails. William O'Dwyer leaves for Mexico. Legion chief visits Germany. Rita Hayworth back. Paris fashions. Speed boating. Wrestling.

Sam Shain Leaves 20th-Fox Post

Sam Shain, 20th Century-Fox director of exhibitor-distribution public relations, resigned yesterday, effective immediately.

Shain, former newspaperman and later with *Variety* and MOTION PICTURE DAILY, joined 20th-Fox in 1943 as director of trade relations and assistant to company president Spyros P. Skouras. He intends to take a short vacation before announcing his future plans.

Film Dividends Equal Last Year's

WASHINGTON, April 3.—Film industry publicly-reported cash dividend payments in January and February were running just about at the levels of last year, the Commerce Department said today. January payments amounted to $1,972,000, with no report from the Stanley Co. Last January, the preliminary figure, without the Stanley payment, was $1,978,000, and the revised figure with Stanley reporting was $2,204,000. February payments this year were $188,000, against $190,000 last year.

New Columbia Dividend

Columbia Pictures' board of directors at a meeting here yesterday declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable on May 15 to stockholders of record on May 1.

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STRONG AS A LION!

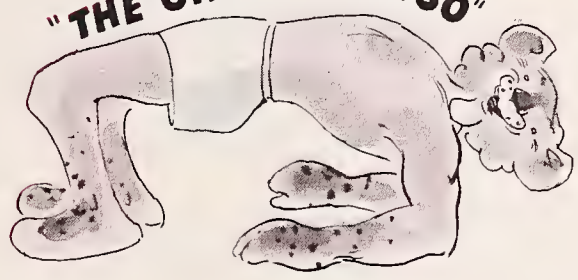
Get ready to top
"Father of the Bride"!

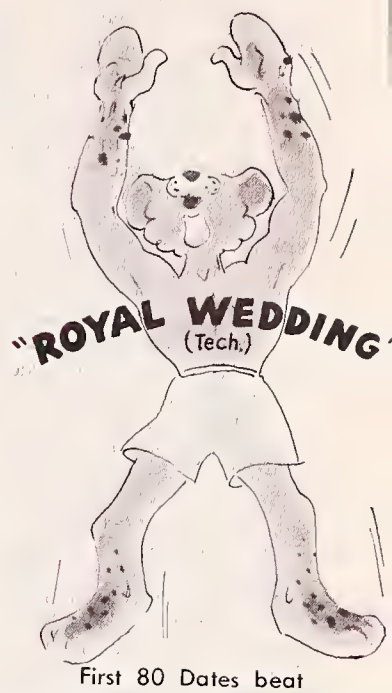




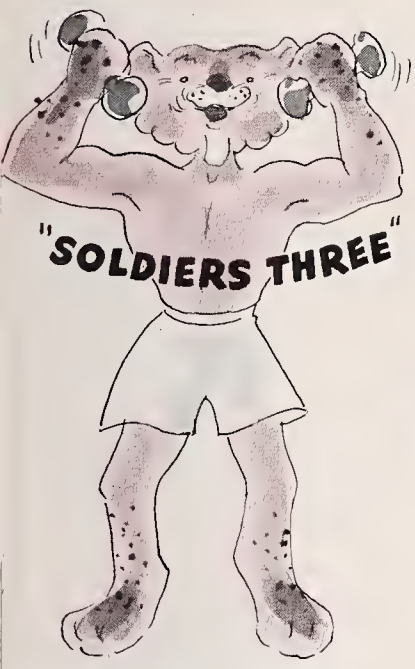
It's the "Annie Get
Your Gun" of 1951!

"Best Musical of the Month"—*Cosmopolitan*





First 80 Dates beat
Three Little Words," "Summer Stock



Rollicking, rowdy to keep
theatres crowd-y!

A Box-office
Gold Mine!



The successor to famed "Battleground

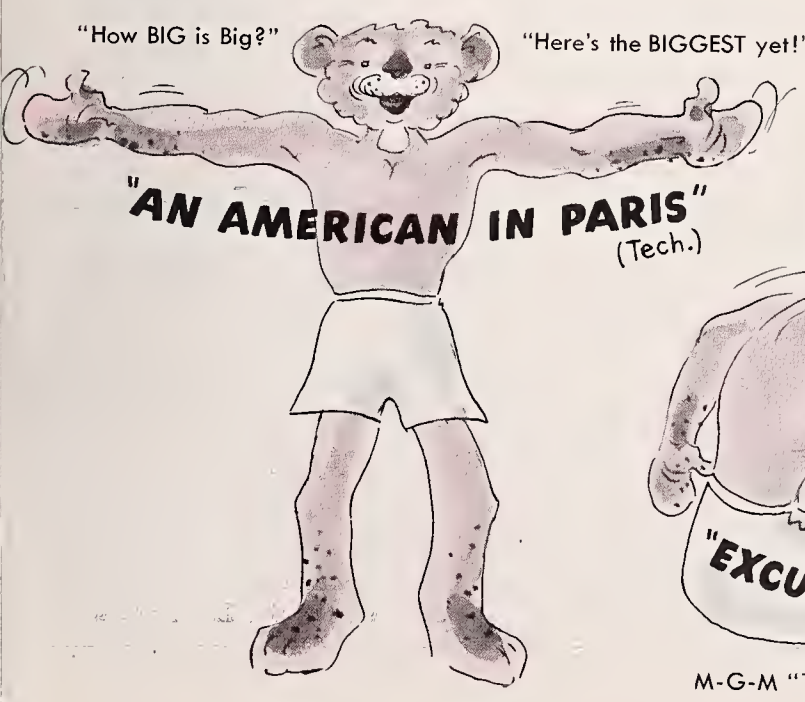


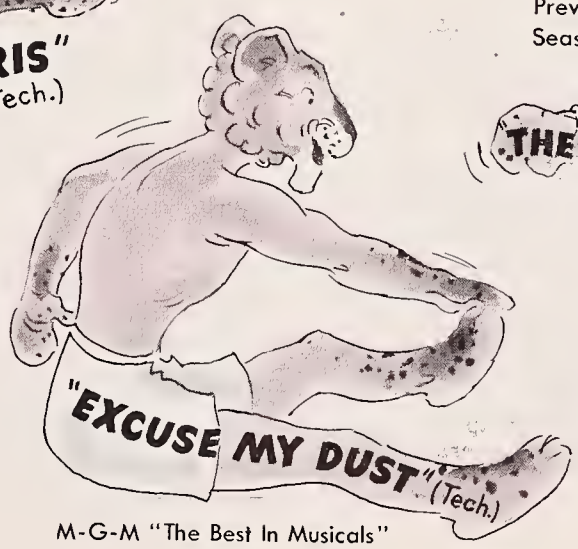


The former star of
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"Here's the BIGGEST yet!"





M-G-M "The Best In Musicals"

Preview Report:
Season's Finest!



Every day new
honors for it!



Coy May

(Continued from page 1)

the proposed FCC reallocation of TV broadcasting frequencies.

He declared that it should be made clear that last week's Federal Communications Commission decision on licensing film companies does not in any way affect the industry's plans and hopes for theatre television frequencies. Sullivan will make comments along these lines to the board meeting tomorrow.

"I have been hearing from many exhibitors who feel this decision puts theatre television out of business," Sullivan said. "I feel this decision has been getting an undue amount of publicity and has been generally misinterpreted. It will not wreck our plans for theatre TV channels. I am in a position to say flatly that the Commission did not have theatre television in mind when it issued the decision. The objectionable part of the decision deals mainly with studios and with applications for television stations, not for theatre TV frequencies."

Sullivan joined other film spokesmen, however, in attacking the FCC's report. He said a decision as to whether particular conduct violates the anti-trust law is the Justice Department's province, and not the FCC's. Not only does the Commission exercise a judgment outside of its legal field, he continued, but it also violates the basic concepts of due process and fair play in making the statement without giving the affected parties a chance to be heard. Finally, he declared, "it displays an ignorance of the economics of the motion picture industry which is appalling. Even the television industry recognizes that it would be impossible for it to buy the films being produced in Hollywood."

Uruguay-Mexico Deal

MEXICO CITY, April 3.—The Calderon interests, producer-distributor in Uruguay, have concluded a deal for 140 Mexican pictures for the next three years.



Sullivan Issues Warning

(Continued from page 1)

relations as anything but "appalling." He referred to the "haphazard, unjustifiable clearance system," the "unnecessary employment of competitive bidding," the multiple and extended runs, and other "injurious practices which can put us on the road to disaster."

The shortage of good pictures is one of the exhibitors' biggest problems, Sullivan stated. He declared too many theatres are now classified as first-run, that clearances are becoming shorter, that distributors are making arbitrary determination of film rentals, and that it all adds up to the point where a patron "must see a picture at a high price or not at all."

Exhibitors can't advertise and exploit films to the full because frequently they don't know whether they are getting a picture until 24 hours before it is to be shown, Sullivan declared. He said exhibitors should know their planning date two to three weeks in advance so they can exploit their films properly.

Economic Stabilization director Eric A. Johnston, Federal Communications Commission chairman Wayne Coy, Price Administrator Michael DiSalle and John Peckham, chief of the National Production Authority's construction compliance branch are among the government officials who may attend the TOA board meeting.

Here are some of the highlights of Sullivan's 18-page speech:

Arbitration: The flood of private anti-trust suits imperil the industry's future. Industry-wide arbitration system, incorporated in the court decrees with the Justice Department approval, would stem this flood. TOA has no monopoly on arbitration nor any special proposals or recommendations on how to bring it about. Appropriate conferences can work out the details.

Theatre Construction: "Wildcat and unprincipled" theatre operators are jerrybuilding drive-ins and creating fictitious costs to get around the government building ban. Distributors and exhibitors must report these violations to the National Production Authority.

Production: Producers must avoid series of films on the same or similar theme all being released at the same time. Producers must also exercise rigid cost economies to hold rentals, economies at least as great as those they have forced on the exhibitors. More and more films should be made in color until 100 per cent color production is achieved. When third dimension films become practical, producers and exhibitors must pool their energies and develop a standard type, to avoid a controversy similar to the RCA-CBS color television fight.

16 MM. Films: Distributors must curtail 16 mm. distribution when this is in direct competition with legitimate theatres.

Army-Navy Installations: The old World War II abuses of unauthorized persons being admitted to shows on Army, Navy and Air Force installations are recurring. Exhibitors must be vigilant to spot and protest these abuses.

Exploitation: Industry trailers should be developed advertising the outstanding coming attractions of all studios, and they should be played in all theatres "to keep the public advised of better pictures coming their way." Special trailers should also be developed for showing on home TV sets to stimulate theatre attendance.

Training Film: The major studios should be approached to produce a film for the industry to use in training its many new workers.

Myers Delays N. Y. Talks on Bidding

Washington, April 3.—Allied States Association general counsel Abram F. Myers said he probably would not go to New York to resume talks with distributors on arbitration and competitive bidding until the week after next.

Myers said he had hoped to go back this week but other matters came up. He will be in Iowa all next week at the convention of the Allied Theatre Owners of Iowa and Nebraska.

MPAA Law Group

(Continued from page 1)

tion, but asked MPAA officials in Washington to seek further clarification of the FCC's position, particularly in relation to its demand that the film industry make its films, stories and stars available to television.

A meeting of the MPAA television committee, scheduled to discuss the same subject yesterday, was postponed.

By deferring action at this time, the law committee has left the way open for the FCC to modify or withdraw its proposal that the film industry share its assets with TV.

TOA Seen Setting Up Committee As Liaison with Federal Agencies

Washington, April 3.—The board of directors of the Theatre Owners of America probably will approve a plan to set up a special representative TOA committee to speak for theatre owners before government agencies and Congressional committees taking action affecting exhibition.

TOA executive director Gael Sullivan said he would "strongly urge" the board to set up such a committee. It is understood that TOA president Sam Pinanski will offer a resolution to this effect, and that it will be ratified promptly.

The theory behind this special committee is that the Council of Motion Picture Organizations represents the entire industry, and some other group is needed to work on Government actions affecting theatre owners alone.

Myers Says

(Continued from page 1)

ments like the sliding scale. The whole theory is wrong—it is penalty selling. If an exhibitor spends his time and money selling a picture, his rental increases. Top distributors have accused exhibitors of laying down on the job. Why shouldn't they? A television salesman makes more money the more television sets he sells. An auto salesman makes more when he sells more autos. The television manufacturer does not say that you will get a 50 per cent commission if you sell 25 sets but only a 25 per cent commission if you sell 50 sets."

Myers said that present distributor practices also deter exhibitors from renovating and remodeling their theatres. "An exhibitor spends $10,000 remodeling his theatre, and the next time he goes to buy a film he has to pay a much higher rental. This is all wrong. We need some method of incentive selling, so that the exhibitor will make more money when he keeps his theatre modern and aggressively merchandises his product."

Another major job ahead of the industry, according to Myers, is to set up some public relations organization —"not to answer criticism or to press for legislation but to put on a campaign to revive interest in motion pictures and stimulate attendance." Myers said this was the reason Allied is supporting the Council of Motion Picture Organizations. "But even if that fails, something must take its place. The public relations job must be done."

TVA Withdraws; Narrows Dispute

HOLLYWOOD, April 3. — The Television Authority announced today at a National Labor Relations Board conference here that TVA will withdraw its name from a representation election ballot for actors employed by producers who belong to the Association of Motion Picture Producers, the Society of Independent Motion Picture Producers and the Independent Motion Picture Producers Association.

TVA will, however, contest jurisdiction with the SAG over actors employed by six unaffiliated producers of films, whose output includes educational pictures, commercial and advertising pictures, Government training pictures and theatrical entertainment pictures, as well as pictures designed solely for video transmission.

11,748,000 TV Sets

Television sets in use in the United States totaled 11,748,000 on March 1, according to an estimate released by National Broadcasting Co.

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•

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Review

"Tales of Hoffmann"

(London Films—Lopert Productions)

EXQUISITE, extraordinary and wonderful are the words for "Tales of Hoffmann" for those who are wedded to opera and ballet. In this reviewer's experience, at least, perhaps there never has been anything quite like this entrancingly beautiful version of Offenbach's opera of the young German poet in futile quest of the grand passion.

There have been few enough motion pictures from any source to which might be attributed genuine beauty. This film, written, produced and directed in London by Michael Powell and Emeric Pressburger, falls into this rare category. The talented team which was responsible for "The Red Shoes," once again evidences a superb appreciation of artistic values but on a different level, for the films are similar only in terms of ballet. Their imagery and their imagination are peerless; their ability to fuse the three different media with which they concern themselves here is outstanding. Their assignment was to blend opera and ballet to motion pictures and, within the framework of that difficult chore, they must be credited with a resounding success.

Any showman knows, of course, that ballet is not a ready audience commodity although "The Red Shoes" eventually demonstrated otherwise. The showman looks even less appreciatively on opera. Here he has both to ponder in the one film. It will be obvious immediately that a taste will have to be developed for "Tales of Hoffmann" if it is to enjoy any measure of success through orthodox exhibition channels. While this is the kind of attraction for which predictions of a commercial future must be inconclusive, nevertheless there is always the chance that it will catch on—first through roadshows, then in the art theatres and, perhaps finally, in certain levels of theatres in the general exhibition structure.

The theme concerns Hoffmann in search of love, how he comes to regard Stella, the ballerina performing in Nuremberg, as the embodiment of the unrequited loves of his past. He tells the students in the beer cellar three of his tales and their ladies—Olympia, the doll who comes to life in Paris; Giulietta, the courtesan in Venice, and Antonia, the tubercular singer on her Greek island. Lindorf is the evil genius who crosses his path and, who in the end, goes off with Stella.

The story is conveyed in the operatic form. While the narrative, therefore, is sung and not spoken, its main stream is never difficult to follow. Moreover, it is not especially vital to an appreciation of the film by opera and ballet enthusiasts. What is important is the blending of the three dramatic forms and the overwhelmingly beautiful impressions which are etched as a result of the work of all concerned.

Robert Rounseville, who plays Hoffmann, sings his own role. For the dancing principals, including the wondrous Moira Shearer, the dramatic Robert Helpmann, the amusing Leonide Massine, the sultry enchantress-like Ludmilla Tcherina and for Pamela Brown who accompanies Rounseville on his journeys, concert and operatic voices are employed with conspicuous success under the direction of Sir Thomas Beecham conducting the Royal Philharmonic Orchestra. Thus Dorothy Bond is Miss Shearer's voice; Bruce Dargavel, Helpmann's; Graham Clifford and Richard Standen, Massine's; Monica Sinclair, Miss Brown's; and Margherita Grandi's, Miss Tcherina's.

The most lavish of praise must go to Hein Heckroth for his magnificent production design; to Christopher Challis for his superlative photography in Technicolor; to Frederick Ashton for the choreography; to Dennis Arundell for the English version of the original libretto by Jules Barbier; and to the Sadler's Wells Chorus.

Running time, 138 minutes, which could be cut with advantage. General audience classification. Release date, not set.

RED KANN

WB Contest

(Continued from page 1)

tion of a Hollywood "Star Discovery" contest to be inaugurated in Pittsburgh on April 28.

The contest will be conducted on the stages of 35 Warner theatres.

'Red-Front' List

(Continued from page 1)

40 such organizations. Herbert J. Biberman, Guy Endore and Robert W. Kenney, were on an 11 to 20 list. Others on the five to 10 list included Marlon Brando, Lee J. Cobb, Lester Cole, Howard Da Silva, Will Geer, Uta Hagen, Ring Lardner, Jr., Budd Schulberg, Gale Sondergaard, Sam Wanamaker, and William Wyler.

Ferrer, Cole, Da Silva, Endore Geer, Lawson and Trumbo were also on a list of individuals who have openly supported Communist candidates in election campaigns. All the lists were made up from individuals who had sponsored the Scientific and Cultural Conference for World Peace in New York City in March, 1949.

Allied on VHF

(Continued from page 1)

intention to reshuffle the VHF frequencies among broadcasters as well as opening new UHF frequecies indicated that it would not look with favor on suggestions that VHF frequencies be abandoned entirely for broadcasting.

This meant, they said, that Allied's plan for theatre television in the VHF band would have to be abandoned and it would have to go along with the Theatre Owners of America and other theatre TV groups in seeking space away above the UHF broadcasting band.

Rembusch admitted that the Commission's action "at first glance" vetoed Allied's plan. However, he said, "careful analysis of the proposed decision reenforces Allied's position." He said the proposed FCC decision reduced by about 50 per cent from the 1945 allocation table the number of channels in the VHF band to be allocated to cities for new commercial TV stations. For example, he said, Chicago loses three VHF channels; Evansville, Ind., two; Indianapolis, three; Philadelphia, one.

ACADEMY AWARD WINNER

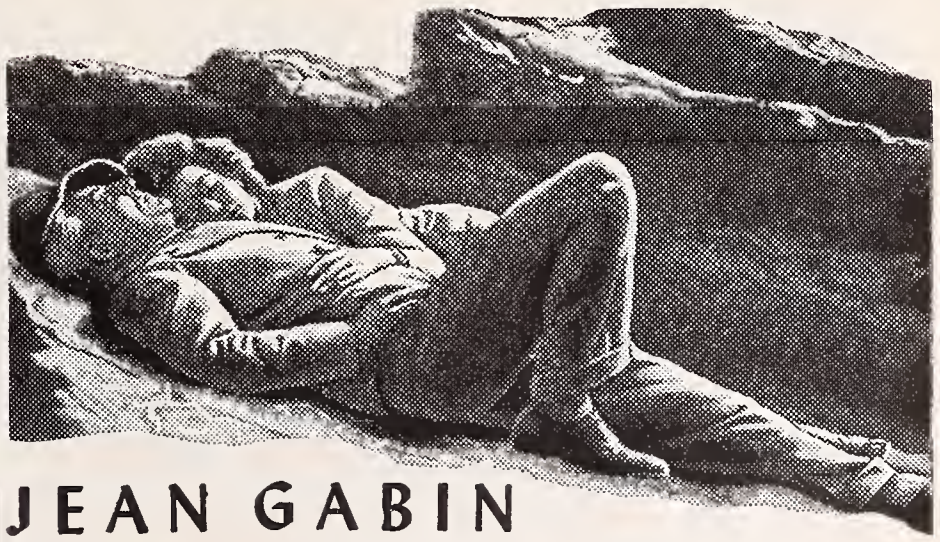


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Technicolor Congratulates

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● *Cinematography—Color*

"KING SOLOMON'S MINES"

METRO-GOLDWYN-MAYER
ROBERT SURTEES
(Color by Technicolor)

● *Art Direction—Color*

"SAMSON AND DELILAH"

A CECIL B. De MILLE-PARAMOUNT PRODUCTION
HANS DREIER and WALTER TYLER
Set Decoration: Sam Comer and Ray Moyer
(Color by Technicolor)

● *Best Scoring of a Musical*

"ANNIE GET YOUR GUN"

METRO-GOLDWYN-MAYER
ADOLPH DEUTSCH and ROGER EDENS
(Color by Technicolor)

● *Costume Design—Color*

"SAMSON AND DELILAH"

A CECIL B. De MILLE-PARAMOUNT PRODUCTION
Edith Head, Dorothy Jeakins, Elois Jenssen, Gile Steele, and Gwen Wakeling.
(Color by Technicolor)

● *Cartoon*

"GERALD McBOING-BOING"

UNITED PRODUCTIONS OF AMERICA-COLUMBIA
STEPHEN BOSUSTOW - Executive Producer
(Color by Technicolor)

● *Film Editing*

"KING SOLOMON'S MINES"

METRO-GOLDWYN-MAYER
RALPH E. WINTERS and CONRAD A. NERVIG
(Color by Technicolor)

● *Special Effects*

"DESTINATION MOON"

GEORGE PAL PRODUCTIONS-ELC-LEE ZAVITZ
(Color by Technicolor)

● *One-Reel*

"GRANDAD OF RACES"

WARNER BROTHERS
GORDON HOLLINGSHEAD - Producer
(Color by Technicolor)

● *Two-Reel*

"IN BEAVER VALLEY"

WALT DISNEY PRODUCTIONS-RKO-RADIO
WALT DISNEY - Producer
(Color by Technicolor)

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VOL. 69. NO. 66 NEW YORK, U.S.A., THURSDAY, APRIL 5, 1951 TEN CENTS

Retraction of FCC 'Films for TV' Stand Seen

Industry Lawyer Says Commission Is 'Sorry'

WASHINGTON, April 4. — The Federal Communications Commission may shortly have to back-track on the controversial section of last week's report on licensing policy, according to one film industry lawyer in close contact with Commission officials.

This controversial section is the one which in effect warned the industry to make films and talent available to television if it wanted station licenses.

If the Commission does back-track it may even work out to the benefit of the film industry, this lawyer said, since the Commission would then lean over backwards to avoid any further controversy on this matter.

This industry lawyer said top FCC

(*Continued on page 2*)

Technicolor Output, Income Increase

HOLLYWOOD, April 4.—Technicolor operations in 1950 showed a marked increase in sales, footage and profits over 1949, according to the annual report of Technicolor, Inc.

During 1950, 70 features were produced in color by Technicolor, compared to 45 in 1949. During 1950, a total of 312,398,508 feet of 35mm. positive prints were shipped, an increase of 45,070,601 feet over 1949. Dr. Herbert T. Kalmus, president and

(*Continued on page 2*)

Seventh Delay for Chicago Trust Suit

Chicago, April 4. — Federal Judge John Barnes today reset the new Rio Theatre trust suit against Balaban and Katz and distributors for trial on Sept. 24. This is the seventh time the case has been reset for trial. Observers expect it to eventually be settled out of court.

The Rio is asking for $1,200,000 damages, charging that the defendants conspired to keep first-run product out of the Rio.

20th-Fox, US Still Talk Decree Terms

A consent decree between 20th Century-Fox and the U. S. government has not reached its final form yet and is still in the process of negotiation, 20th-Fox counsel said here yesterday. He said that final agreement with the Department of Justice might be reached by the end of this month, adding that he knew of no reason for the need of Treasury Department approval of its terms.

NLRB Again Rules Against SEG Unit

Acting with unexpected speed after giving the Screen Employes Guild (DPOWA) another chance to deny loss-of-identity charges, the National Labor Relations Board in Washington has issued an order reinstating its previous denial of the Guild's application for substitution of names on existing contracts.

This means that the way has been opened again to the IATSE Motion Picture Home Office Employes Local No. H-63 to press for early collective bargaining agent elections at the Paramount home office and the 20th-Fox and Loew's New York exchanges, whose employes it claims to have signed up, their coverage by Guild contracts notwithstanding.

The latest NLRB action was reported here by Harold Spivak, H-63 general counsel, who said he believed the way now has been cleared for the NLRB's New York regional office to press the "IA" local's petitions for elections.

NPA Advisory Unit To Meet April 25 On Construction

WASHINGTON, April 4.—A meeting of the National Production Authority's theatre equipment advisory committee has been called for April 25 by Nathan D. Golden, NPA film chief.

The meeting will consider possible changes and interpretations of the government's construction control order and also a "proposed NPA limitation order on equipment production."

Golden said there were no plans at present for early issuance of an equipment production limitation order and that discussion would center on what the order should be like "if and when needed." He pointed out that one industry task force has already submitted a proposed limitation order and that this would be discussed at the meeting as well as NPA's views.

"Of course some of this might be beyond our control," Golden said. "If a controlled materials plan is put into effect soon, a limitation order might

(*Continued on page 4*)

Ament Heads MPA Newsreel Committee

The newsreels have named Walton C. Ament, vice-president and general manager of Warner Pathe News, chairman of the Motion Picture Association of America newsreel committee for the ensuing year. He succeeds Edmund Reek, vice-president and producer of Movietone News, who held the post for the past two years.

Sets Drive Vs. 'Illegal' Construction

TOA Convention to Be Held Here Sept. 23-27

WASHINGTON, April 4.—A drive to get a government crackdown on illegal theatre building, especially of drive-ins, was launched today by by Theatre Owners of America.

This was the highlight of the opening session of a three-day meeting of TOA's board of directors at the Mayflower Hotel. Board chairman Mitchell Wolfson said most of the sessions were devoted to exhibitor complaints about the prevalence of violations of the government's construction control order and the difficulty of getting action against these violators.

A special committee is to be appointed to devise a plan to handle the

(*Continued on page 4*)

Warner Directors Reelect Officers

President Harry M. Warner and all other officers were reelected yesterday at a meeting of Warner Brothers Pictures' board of directors. Other officers are:

Vice-presidents Albert Warner, Jack L. Warner, Herman Starr, Stanleigh P. Friedman, Samuel Schneider, Benjamin Kalmenson, Harry M. Kalmine, Mort Blumenstock and Robert W. Perkins; treasurer Albert Warner and assistant treasurers Samuel Carlisle, W. Stewart McDonald and Cyril

(*Continued on page 2*)

Myers, Sullivan Blasts at Sales Policies Draw Fire

What Abram F. Myers described as "the 40-year-old selling policies" in the industry apparently are good for another 40 years in the opinion of distribution if there is any criterion in the reaction expressed here yesterday to the criticism voiced in Washington on Tuesday by the Allied States Association general counsel, and Gael Sullivan, executive director of Theatre Owners of America.

The chief sales executive of one major company said he agreed with Myers that reform was needed in licensing practices. "We should cut out the

(*Continued on page 4*)

Para.'s McBride to Minneapolis Branch

Advancement of Jess T. McBride, manager of Paramount's Milwaukee branch, to manager of the Minneapolis branch, succeeding the late Benjamin R. Blotcky was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. Irving Worthheimer, assistant to J. J. Donohue, Central division manager, has been named Milwaukee manager.

McBride has been with Paramount since 1920, when he joined the company in Omaha. Worthheimer joined in 1927 in Milwaukee.

Rembusch Here on Convention Plans

Trueman T. Rembusch, Allied States Association president, conferred in New York yesterday with distribution executives to secure their cooperation for the 1951 Allied convention which will be held at the Biltmore Hotel here on Oct. 28-Nov. 1.

Rembusch was accompanied on his rounds by Wilbur Snaper, president of New Jersey Allied, the unit which will play host to the national convention delegates.

Personal Mention

JOHN C. FLINN, Allied Artists and Monogram advertising-publicity director, is due to leave Hollywood today by plane for New York.

•

MAURICE A. BERGMAN, Universal Pictures Co. public relations executive, will address the Allied Independent Theatre Owners of Iowa and Nebraska at their annual convention in Des Moines next Tuesday and Wednesday.

•

SAM KATZ and GEORGE GLASS, Stanley Kramer Productions executives, are scheduled to leave here today after a brief visit, KATZ heading for Chicago and the Coast, and GLASS going directly to Hollywood.

•

MATTHEW FOX, United Artists trustee, will leave here at the weekend to join ARTHUR B. KRIM, UA president, in Hollywood for conferences with independent producers.

•

EMERIC PRESSBURGER, his wife, and BEATRICE LILLIE are due to sail today from New York for Europe aboard the *S. S. Queen Elizabeth.*

•

RUTGERS NEILSON, RKO Pictures foreign publicity director, has been elected a life member of the Circus Saints and Sinners of America.

•

DR. MIKLOS ROSZA, M-G-M musical director, is slated to leave here today for England on the *S.S. Queen Elizabeth.*

•

BOB LYNCH, M-G-M Philadelphia district manager, has returned there from New York.

•

PHIL KLARNET, of M-G-M's home office exploitation staff returned here yesterday from Chicago.

•

ARTHUR LUBIN, director, is due to arrive here from the Coast tomorrow.

20th Advances Four Releases 1 Month

Four 20th Century-Fox productions have been moved up one month on the company's release schedule for the next half year, it was announced yesterday by Andy W. Smith, Jr., sales vice-president.

"Fourteen Hours," originally scheduled for release in May, is going to theatres this month. "Half Angel" has been switched from June to May, while "As Young As You Feel," formerly "Will You Love Me in December," will go out in June instead of July. Originally scheduled for August, "Take Care of My Little Girl" is now set for July.

Warner Officers

(*Continued from page* 1)

H. Wilder; secretary and general counsel Perkins and assistant secretaries Harold S. Bareford, Edward K. Hessberg and Roy Obringer; controller, Carlisle; auditor, Thomas J. Martin.

Nine Films to Tell The Defense Story

Washington, April 4.—The Civil Defense Administration has set arrangements for the production of nine shorts on the Civil Defense Program. The first will be released this month, two more in May and the others later months. Eventually the CDA hopes to work out some theatre distribution.

United World Films is producing two; Teleeran, Inc., three; Reid-Ray Films, one; Philip Ragan, one, and Archer Productions, two.

Robb-Rowley Target Of Anti-trust Suit

CHICAGO, April 4.—Attorney Seymour Simon of this city has filed a $450,000 anti-trust suit in Oklahoma Federal court on behalf of O. F. Sullivan, owner of the 64 Drive-in near Muskogee, against major distributors and the Robb and Rowley circuit. The plaintiff charges the defendants conspired to keep first-run product out of the 64 Drive-in, which has been playing product 45 days after it played defendant-owned theatres.

Coast Theatre Files $768,600 Trust Suit

LOS ANGELES, April 4.—Ted Jones and Baynes McSwain, co-owners of the Bards Theatre, a 1,450-seat neighborhood theatre here, today filed an anti-trust suit against major distributors, seeking $768,600 in damages.

The suit charged that the Los Angeles clearance structure was designed to protect first-run revenues of theatres affiliated with major distributors and was discriminatory against independent theatres.

Towne's $1,250,000 Hearing April 27

CHICAGO, April 4.—The appeal in the $1,250,000 Towne Theatre of Milwaukee anti-trust action has been reset for April 27 in the Circuit Court of Appeals. Towne won the case over a year ago after a lengthy court battle against Loew's, Paramount, Warner, RKO, 20th Fox and Columbia.

Technicolor Output

(*Continued from page* 1)

general manager of Technicolor, states that approximately 70 features are now being produced, or are in preparation, or are under contract for 1951.

Technicolor's net sales in 1950 were $23,454,250 against $20,170,763 in 1949. Net profits before deductions amounted to $5,182,184, compared to the previous year's $4,815,274. Net after all deductions totalled $2,216,173, against $2,354,083 in 1949.

Current assets were $8,282,081 and current liabilities were $4,082,877. Cash and U. S. Government obligations, amounted to $6,233,230 on Dec. 31, 1950.

UA Setting Field Staff; Miller Named

In a move toward the reconstitution of a permanent field exploitation force for United Artists "which in time will encompass every one of the UA exchanges," Max E. Youngstein, vice-president of advertising-publicity, has appointed Max Miller field representative working out of UA's Philadelphia exchange, under the direction of Mori Krushen, UA exploitation manager. Miller was for seven years advertising-publicity director of William Goldman Theatres in Philadelphia.

"It is the intention of UA to have a field force of a minimum of 12 men within the next 90 days—with the long-range perspective of a man in every exchange as quickly as possible," said Youngstein.

"Their field of operations will not be limited only to situations where cooperative advertising is utilized but will be extended to any theatre which needs assistance in the development of publicity, advertising and exploitation campaigns," he said.

UA Sets 'St. Benny' Rlease for June 22

Newest addition to United Artists' current three-month release schedule is the Edward J-Harry Lee Danziger comedy, "St. Benny the Dip," with Dick Haymes and Roland Young, it was announced by William J. Heineman, UA distribution vice-president. It is set for a June 22 release.

Set Bow for WB's 'I Was A Communist'

Plans for the world premiere of Warner's "I Was A Communist for the F.B.I.," which will be held at the Stanley Theatre in Pittsburgh, April 19, are already under way as mapped out by Mort Blumenstock, Warner advertising-publicity chief.

Following the premiere in Pittsburgh, the film will open within 10 days in 200 theatres in the surrounding area.

FCC Policy

(*Continued from page* 1)

officials feel that the paragraphs objected to by the film industry have been over-emphasized and that the Commission was "attempting to state a possible problem rather than prejudge it." The Commission already is sorry it included the disputed paragraphs, he declared.

One factor that has been overlooked so far, according to this attorney, is that many non-film companies are much more seriously damaged by the FCC report, having engaged in far more serious anti-trust violations than the film industry. Many of these companies, he said, were involved in criminal violations or in violations in the communications field—both viewed more seriously by the Commission.

Okay DST for Capital

WASHINGTON, April 4.—The House District Committee has approved a bill giving the District of Columbia Commissioners authority to order Daylight Saving Time in the District.

NEWS in Brief . . .

RKO RADIO'S Canadian District has set aside the period of April 20 to May 3 as special drive weeks to honor Robert Mochrie, sales vice-president, in connection with the current "Ned Depinet Drive." The Canadians have led the RKO districts for 13 solid weeks and have been a district winner for the last two years.

•

Washington, April 4.—Representative Thomas J. Lane, of Massachusetts, has introduced a bill to provide for Government censorship of television and clean up what he called "lewd and repulsive" programs. The video industry, Lane charged, had thrown all standards to the wind" and was "running wild."

•

WASHINGTON, April 4.—The appeal of Dipson Theatres from the ruling of the Buffalo District Court, which threw out its anti-trust suit against major distributors, has been scheduled for argument before the New York Court of Appeals on May 8 or 9.

•

A series of 52 "Our Gang" comedies, made by Hal Roach and originally distributed by M-G-M, are now available for television, according to Regal Television Pictures, which acquired the rights to more than 100 of the two-reelers from Roach Studios. Under an agreement between M-G-M and Roach Studios, Regal, it is said, cannot use the "Our Gang" title and will market the films as "Hal Roach's Rascals."

•

Washington, April 4.—Treasury Department officials and the technical staff of the House-Senate taxation committee have approved a plan for a 20 per cent withholding tax on dividends and bank interests. They presented their plan to the House Ways and Means Committee today as the tax-writing group started executive sessions working on its 1951 tax bill.

•

The J. Arthur Rank Organization, in behalf of General Films Distributors, Ltd., has closed a deal with George Garfield and Sol Edwards, International Film Corp., for the distribution in the U. S. of 27 films formerly distributed by Pentagon Pictures.

•

Services will be held here today at Riverside Memorial Chapel for Mrs. George Klein, mother of Harold J. Klein, booker for J. and J. Theatres. Mrs. Klein, 65, died on Tuesday.

•

DETROIT, April 4.—Funeral services for Mrs. Charles Dietz, wife of M-G-M's field press representative here, will be held Friday at McCabes Funeral Parlor. Mrs. Dietz died yesterday after a lingering illness.

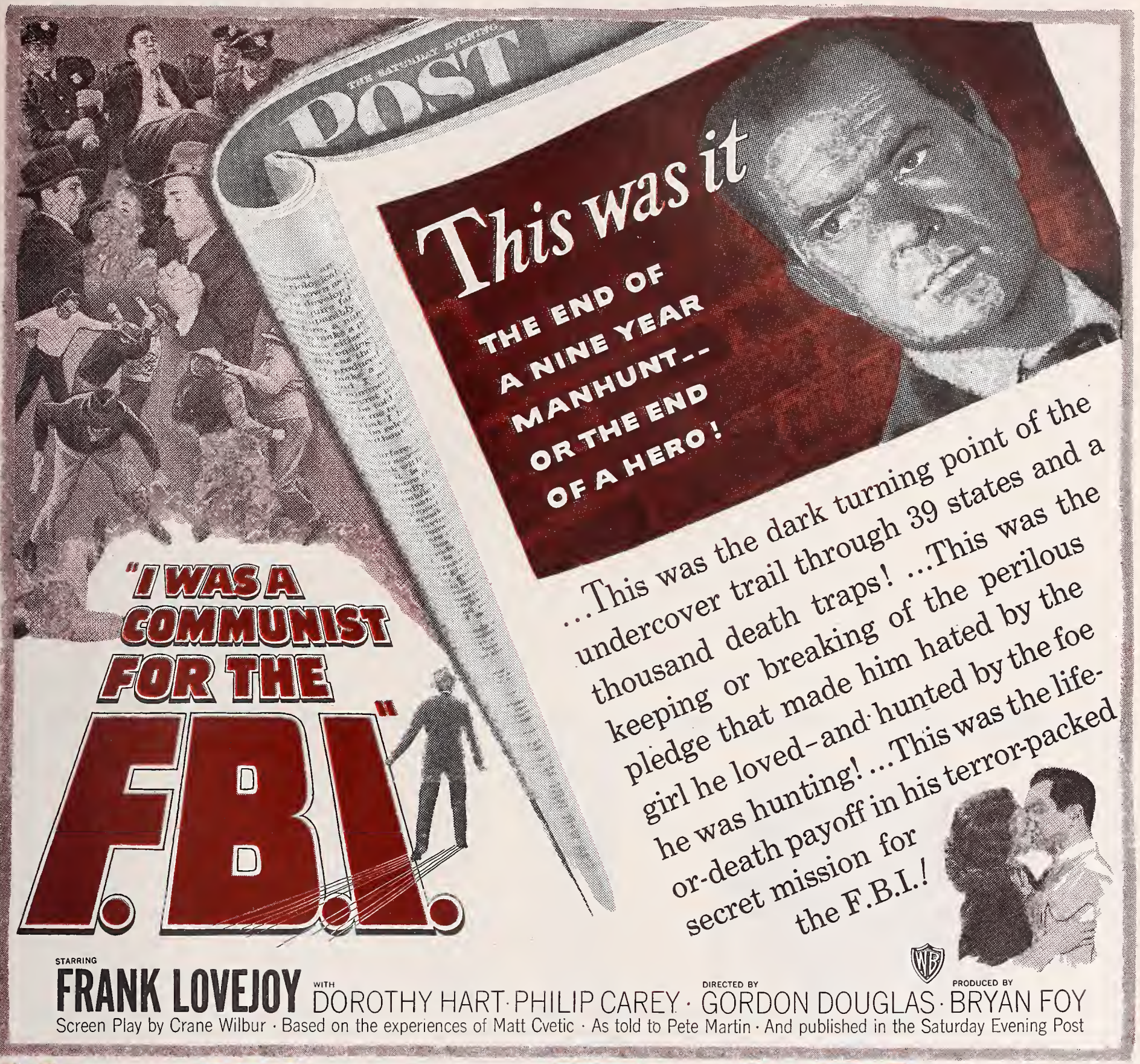
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To Fete Snyder Here

Robert Snyder, who is presenting the Academy Award winner film "The Titan" through Classic Pictures, will be feted at a "New York Academy Award Winner Dinner" Saturday.

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THE SATURDAY EVENING POST SERIAL THAT JOLTED MILLIONS! EVERY BREATHLESS MOMENT OF THE F.B.I.'s MOST RELENTLESS COUNTER-ATTACK!



...This was the dark turning point of the undercover trail through 39 states and a thousand death traps! ...This was the keeping or breaking of the perilous pledge that made him hated by the girl he loved–and hunted by the he was hunting! ...This was the life-or-death payoff in his terror-packed secret mission for the F.B.I.!

STARRING **FRANK LOVEJOY** WITH DOROTHY HART · PHILIP CAREY · DIRECTED BY GORDON DOUGLAS · PRODUCED BY BRYAN FOY

Screen Play by Crane Wilbur · Based on the experiences of Matt Cvetic · As told to Pete Martin · And published in the Saturday Evening Post

New Warner Trail-Blazer!!

with a blazing send-off campaign starting in Pittsburgh April 19

COVERING 5 EXCHANGE AREAS AND 200 MASSED BOOKINGS!

Sales Policy

(Continued from page 1)

sliding scale where exhibitors tend to pad their expense reports," he explained sardonically.

It was apparent almost immediately that most distribution executives would reserve their formal replies to the criticism until they had occasions to address future exhibitor conventions. A number of top executives were out of town or otherwise unavailable for comment yesterday; however, those who expressed opinions of the statements by Myers and Sullivan, asked that their names not be used.

Myers had asked for a changeover from "penalty selling" to "incentive selling" if the industry is to surmount the challenges ahead from television and other competing entertainments. Denying that "penalty selling" existed, a top distribution executive said exhibitors constantly call for better pictures but are unwilling to pay the rentals that make better pictures possible.

He drew an analogy. "If you're manufacturing nuts and bolts, the quality of the metal used determines the quality of the finished product. By the same token, what the exhibitor gets out of this industry can be determined only by what he puts into it."

Sullivan's reference to the "haphazard, unjustifiable clearance system," the "unnecessary employment of competitive bidding," and his criticism of rental charges, brought this observation from a distribution spokesman: "You should see the condition of some of the theatres that make such complaints—seats and drapes 20 years old, a broken down place!" This spokesman's contention was that too many exhibitors decline to make investments in improvements or to work hard to bring customers to their theatres. "They expect the picture to perform miracles for them."

Myers' demand for "a complete reform in licensing practices," and Sullivan's warning that "curtailed product" would force exhibitors into the financing and underwriting of independent production quite possibly will be weighed by distribution executives. It appeared certain, however, from comments passed by sales chiefs that when they undertake to reply formally to the allegations implicit in those and other exhibition observations they will point to the high costs of production and distribution as the real villains of the piece.

TOA Board Meet Sets Drive

(Continued from page 1)

situation, with the probability that in one way or another TOA will bring the matter before Congress.

Other key points of the opening session were:

Overwhelming approval of a proposal to hold a convention in New York September 23-27. This will be at the Astor Hotel with S. H. Fabian as chairman of the convention committee.

A warning from A. Julian Brylawski, chairman of TOA's committee on national legislation, that all-out war might bring an increase in the admissions tax, though no increase is in sight now.

Criticism of the Treasury's policy of levying the full 20 per cent tax on reduced student admissions and designation of Brylawski to present Congress with a case against the ruling.

A recommendation from Morris Loewenstein, chairman of TOA's committee on state and local taxation, that theatre owners keep up pressure on the state legislatures to head off any local admission taxes.

A luncheon address by Senator Estes Kefauver who praised the newsreels and theatre television users for their coverage of the Senate crime committee hearings. He said the cooperation was essential in making the public aware of the crime situation.

An explanation from Price Administrator Michael DiSalle of the workings of the government's price control.

Gael Sullivan, TOA executive director, gave his "stand-up-and-fight" report to the board, sharply attacking distributor policies.

Theatre television will take up most of tomorrow's session and the final meeting Friday will be devoted mostly to TOA's policy on the Council of Motion Picture Organizations.

Wolfson said the complaint on the construction control order centered on the fact that there are too many violations and that NPA has adopted a policy of secrecy and will not permit exhibitors to examine applications on file for theatre building. Board members particularly complained about builders who are using fictitious cost estimates to get within the $5,000 legal building limit.

"The feeling was that if we are going to have an order, it should be obeyed and should work equitably for everyone," he declared.

The matter may be gone further into tomorrow when NPA compliance officials are scheduled to appear before the board.

NPA Meet

(Continued from page 1)

be needed shortly thereafter," he added.

Discussion of the construction control order is an outgrowth of a protest made against present administration of the order by J. Robert Hoff of the Ballantyne Company. Golden said the meeting's agenda would include the possibility of amending the construction control order so that applications for theatre building might be considered on the basis of a need arising due to population changes resulting from the defense program. Though NPA officials claim that this already is considered by them in passing on theatre applications, Hoff claimed that no consideration was being given this factor. NPA officials will attend the meeting to explain the basis on which applications are now being processed, Golden declared.

Other Items

Another item on the agenda will be the interpretation and definition of cost of construction, personal property and other terms used in the construction control order.

Golden also pointed out that specific rulings can be made by NPA's general counsel only on written request from the industry in advance of the meeting.



LOOK OUT it's THE THING from Another World!

HOWARD HAWKS' Sensational MOVIE

RKO RADIO PICTURES

Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.



National SMILE Week was in March!



National LAUGH Week started April 1st



National HOWL Week starts with the release of

"FATHER'S LITTLE DIVIDEND"

A METRO-GOLDMINE-MAYER PICTURE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 67 NEW YORK, U.S.A., FRIDAY, APRIL 6, 1951 TEN CENTS

14 to Start in 3 Months for Mono.: Broidy

Three Others in Work Seven Are Completed

Fourteen productions will go before cameras within the next three months for Monogram-Allied Artists release. This was disclosed here yesterday by Steve Broidy, president, on the eve of the companies' Eastern regional sales meeting which will open today at the Warwick Hotel.



Steve Broidy

In addition, Broidy said three pictures are in final production stages, while seven others have been completed and are awaiting release.

Looking beyond the three-month

(*Continued on page 6*)

SWG Wants Fees For Films Telecast

HOLLYWOOD, April 5.—The Screen Writers Guild, in a bulletin to members, states that contract negotiations with the Independent Motion Picture

(*Continued on page 6*)

Says 'Red' Hearings Beyond SWG Scope

Hollywood, April 5.—The Screen Writers Guild has issued its first statement bearing upon the present Un-American Activities Committee hearings, as follows: "The policy of this Guild is that the action of writers in regard to the Un-American Activities Committee—past, present and future—are actions of individuals, and as such are beyond the purview of the SWG. The Guild, however, reiterates its position, namely, that blacklisting of any of its members for any reason whatsoever is illegal and we shall continue to oppose it."

U. A. Returning to National Sales Meetings May 3-5

United Artists' first national sales convention in several years will be held May 3-5 in Chicago for district and branch managers, it was disclosed here yesterday by William J. Heineman, UA distribution vice-president.

Producers who release through the company will be invited to send representatives to the convention. UA executives who are scheduled to be on hand for the three-day parley include Arthur B. Krim, president; Robert Benjamin and Matthew Fox, trustees; Heineman, and Max E. Youngstein, advertising-publicity vice-president. Krim is at present on the Coast conferring with independent producers. Fox will join him there next week.

(*Continued on page 6*)

Daff and Feldman On Field Tours

Alfred E. Daff, Universal's director of world sales, and Charles J. Feldman, domestic sales manager, left New York last night for Des Moines and Omaha to meet with branch personnel and local exhibitors.

Daff and Feldman, who, in their new posts, have been visiting Universal branches during the past four months as part of a program of meeting sales personnel and exhibitors, will return to New York next Tuesday after attending the testimonial

(*Continued on page 6*)

TOA to Protest to Justice on Prints

Washington, April 5.—The TOA board today decided to go to the Department of Justice with a protest against current print shortages. Spokesmen for the Southern California Theatre Owners Association are already slated to meet in mid-April with anti-trust chief H. Graham Morison to discuss zoning, clearance, print shortages and arbitration on the Coast.

The TOA board today directed executive director Gael Sullivan and general counsel Herman Levy to accompany the California group and make a protest for the entire TOA on the nationwide print shortage situation.

'IA's' Assets Are Over a Million

The assets of the IATSE were reported yesterday to total $1,022,356, understood to be the highest figure yet reached in the history of the union.

The report, issued by union trustees William C. Scanlon, R. E. Morris and George W. Brayfield, was made to Richard F. Walsh, international president, and to the "IA" membership at large.

Breakdown of the assets was as follows: cash, $548,724; securities, $187,018; transportation and per diem

(*Continued on page 3*)

Miles Charges Ohio I.T.O. Failed to Fight Ticket Tax

Independent Coast Publicists Unite

HOLLYWOOD, April 5.—Independent publicists here announced yesterday their decision to proceed with the formation of their own organization to be known as the Council of Independent Publicists.

The decision was made at the group's second meeting since Dore Schary, M-G-M production vice-president, urged independent publicists to coordinate their efforts in harmonious cooperation with the Motion Picture Industry Council and COMPO.

The group is under the co-chairmanship of William Blowitz and William Hebert.

E. Miles, secretary of the Midwestern Booking Agency, Columbus, Ohio, representing 15 independent theatres, and himself an independent exhibitor, has notified the Independent Theatre Owners of Ohio of the resignation of the Midwest affiliates from the ITO "in protest of the failure of that organization to actively oppose" a ticket tax bill pending in the state legislature.

The bill proposes reenactment of the three per cent Ohio State admission tax, Miles said, and in a letter to MOTION PICTURE DAILY, he charges that the Ohio ITO "has not appeared at the legislative hearings of the bill, in committee, the only opposition to the measure being voiced by the Ohio Drive-In Theatres Association, of which I am secretary. Obviously,

(*Continued on page 6*)

TOA to Press FCC on Video Policy Stand

May File Protest If Exhibitors Not Exempt

WASHINGTON, April 5. — The board of directors of the Theatre Owners of America today decided to press the Federal Communications Commission for a statement that its recent report on licensing policy does not apply to exhibitors.

Board chairman Mitchell Wolfson said that the directors, in the second day of a three-day meeting at the Mayflower Hotel here, instructed their television attorneys to ask the FCC for an informal meeting next week to clarify the exact status of exhibitors. TOA may file a formal protest if the clarification isn't satisfactory, he declared.

In asking for a clarification of the exhibitor's status under the FCC licensing report, Wolfson said "the report would lead the public to believe

(*Continued on page 3*)

Detroit Exhibitor Lashes Out at FCC

DETROIT, April 5.—A strong protest against the recent Federal Communications Commission's statement linking television broadcasting licenses

(*Continued on page 3*)

Letter in Her.-Trib. *Hits FCC TV Stand*

"H.D." (it might be Howard Dietz, Loew's advertising-publicity vice-president) vividly examines the implications in the recent Federal Communications Commission statement on turning over films to television broadcasters in a letter published in yesterday's New York *Herald-Tribune*.

"Most Americans are likely to feel," the letter concludes, "that this particular bureaucracy (the FCC) has gone off half-cocked again and is simply proposing to rob Peter of Hollywood to pay Paul of the coaxial cables."

NEWS in Brief . . .

WASHINGTON, April 5. — Motion Picture Association president Eric A. Johnston took time off today from his duties as Economic Stabilizer to be host at a luncheon at MPAA headquarters for the visiting Italian film delegation.

•

CHICAGO, April 5.—Two more Chicago area drive-ins will open tomorrow: the 41 Outdoor on Route 44 and the Four Screen at 138th and Halsted. Both will play first runs.

•

A new series of concert films has been set by Hoffberg Productions, Inc. They are "Mass in G-Major" and "Forellen Quintette," by Franz Schubert; "Polkas," "Fledermaus Overture" "Gypsy Barron" and "The Beautiful Blue Danube Waltz," all by Johann Strauss, and the Salsburg Fiesta.

•

KANSAS CITY, April 5.—James H. States, who is retiring after 35 years of service with Paramount, was honored by the Motion Picture Association of Greater Kansas City at a luncheon here. Arthur Cole made the presentation of gifts.

Rank Retrenchment In Canada Seen

TORONTO, April 5.—A retrenchment policy is in evidence in J. Arthur Rank's organizations in Canada.

At the start of April a number of changes developed including the sale of Gaumont-Kalee Limited here which is the Canadian distributing agency for British theatre equipment to the long-established Perkins Electric Co., Toronto.

Several executive officials have also resigned. A. J. Laurie has stepped out as public relations director of Canadian Odeon, while Ed J. Harris, former general manager of Gaumont-Kalee, is also out. Harris resigned from Famous Players five years ago to join the Canadian Rank group.

Dallas Meetings Set On 'Twist' Premiere

Lige Brien, Eagle Lion Classics exploitation manager, left here yesterday for Dallas, to meet with executives of the Inter-State Circuit and ELC field men, in connection with the American premiere of "Oliver Twist", which will be held at the Metropolitan Theatre, Houston, on April 26.

Ivan Kahn, 61, Dies

HOLLYWOOD, April 5.—Ivan Kahn, 20th Century-Fox talent scout and a member of the film industry since 1919, died yesterday at the Cedars of Lebanon Hospital.

Edward Rigby, Actor

LONDON, April 5. — Edward Rigby, 72, veteran character actor who appeared in many films, died today following a collapse in the street at Richmond.

Personal Mention

TED R. GAMBLE, head of Gamble Enterprises, left Washington yesterday for his new headquarters in Milwaukee and will go to the Coast from there.

•

DR. and MRS. NATHAN HIATT are the parents of a son, MICHAEL ELLIOTT, born Friday at Cedars of Lebanon Hospital in Hollywood. MRS. HIATT is the daughter of the late SAM WARNER and the adopted daughter of HARRY M. WARNER.

•

BENJAMIN THAU, M-G-M studio executive, is scheduled to arrive here from the Coast late this month and will sail early in May on the *S.S. Independence* for Naples.

•

PARKER TYLER, film critic and author of "Chaplin, Last of the Clowns," will lecture on films on April 12 at the Ringling Museum, Sarasota, Fla.

•

CHARLES EINFELD, 20th Century-Fox advertising and publicity vice-president, left here yesterday on a goodwill tour of South America.

•

CARL LESERMAN is scheduled to return to Hollywood from New York at the weekend.

E. C. GRAINGER, head of the Shea Circuit, is vacationing in Florida from New York.

•

VINCENT, JR., ELLIOTT and RAYMOND TROTTA, sons of VINCENT TROTTA, SR., film industry artist, became Master Masons last night at the Cornucopia Masonic Lodge in Flushing, L. I. TROTTA conducted the ceremony.

•

BOYD FRY, manager of Loew's Grand Theatre, Atlanta, has been appointed a Colonel on the staff of Governor Herman Talmadge of Georgia.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, BERNARD LEVY, his assistant, and ALBERT SICIGNANO, UPT administrator, have returned here from Cincinnati.

•

BERNICE GREENHOUSE has joined the staff of the Society of Motion Picture and Television Engineers here.

•

CLARENCE BROWN, M-G-M producer-director, has returned to the Coast from Pittsburgh.

•

JESSE LASKY, producer, is here from the Coast.

Hollywood Average Is High: Mayer

As a whole, pictures produced in Hollywood last year represented "a far higher standard of average merit than that supplied by popular fiction, magazines, or by radio and fully as high as that of current books or drama," Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, declared here yesterday in an address at the annual conference of the National Board of Review of Motion Pictures at the Hotel McAlpin. Among other speakers were Henderson M. Richey, Loew's Inc., sales promotion manager, and B. Bernard Kreisler, executive director of the Motion Picture Association of America's advisory unit of foreign films.

Mayer declared that the intelligensia to the contrary, Hollywood product has a more consistent standard of merit than foreign films. He said that unfortunately, "some of the best of these pictures did poorly at the box-office—far poorer than pictures of inferior merit." Mayer continued that if "the intellectuals really want the adult pictures they talk so much about they should stop talking and go to see them more frequently."

Richey outlined industry developments during the past year. He said that "you have only to read the figures on money allocated, plans being made and the stories already purchased, to realize that there is no fear in the hearts of Hollywood as to the future of our business. $100,000,000 is a lot of money, yet that is what M-G-M alone has allocated for product in the next 18 months." Richey also cited the ambitious plans of other companies.

Kreisler outlined the functions and achievements of the MPAA's foreign films unit during the past year.

George R. Canty, manager of the Rome office of the MPAA, and Renato Gualino, president of Producers Syndicate of Italy, did not make their scheduled appearance at the meeting because they were in Washington with the Italian film industry delegates.

Indicate Rise in Film Employment

HOLLYWOOD, April 5.—A rise in industry employment was indicated by a report released by the California Department of Industrial Relations showing that film craft work in February, traditionally the lowest month in the year, had been above the average for all 12 months of 1950.

It was said that the regular annual slump did occur, with a decrease in craft employment from 15,200 in January to 13,700 in February, but the figure for the latter month was 1,000 above February of 1950 and 1,600 over February of 1949.

Hope, Crosby, Benny, Godfrey Aid Palsy

Bobe Hope, Bing Crosby, Jack Benny and Arthur Godfrey have joined together to help the nation's sufferers from cerebral palsy.

Hope, following his arrival from Hollywood, announced that he had accepted life chairmanship of United Cerebral Palsy's Campaign, to be held this year during May. He also disclosed that he had enlisted Godfrey, Benny and Crosby as honorary chairmen of this year's drive.

See Spur to Cancer Fund in 'Hope Night'

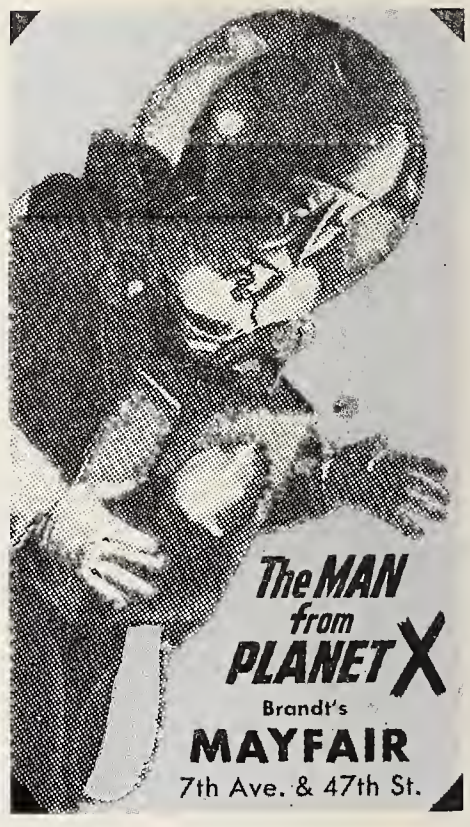
The current fund-raising drive for $14,565,000 now being held by the American Cancer Society expects to receive considerable aid from the Damon Runyon Memorial Fund, which last year turned over more than $2,000,000 of the $3,000,000 collected from various special events. This year one of the first Runyon fund-raising events will be the "Bob Hope Night on Broadway" show to be held at the Paramount Theatre on Sunday. Hope and Ken Murray will be co-masters of ceremonies at this affair, which will consist of an all-star stage show and a screening of Hope's latest film, "The Lemon Drop Kid."

The lineup of stage show talent includes: Fred Allen, Tallulah Bankhead, Jimmy Durante, Billy Eckstine, Judy Holliday, Ethel Merman, Frank Sinatra, Ed Wynn, Jose Ferrer, Rex Harrison, Lilli Palmer, Janis Paige.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

15th record week!
BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street



Brandt's
MAYFAIR
7th Ave. & 47th St.

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See TOA Repeating Pledge to COMPO

The Theatre Owners of America board, meeting in Washington, is expected to vote another endorsement of the Council of Motion Picture Organizations at the final session today, according to word received here yesterday.

It was pointed out, however, that such a reiteration of endorsement by the national TOA board would not necessarily mean that the 19 TOA regionals which have not yet approved COMPO are thereby spoken for.

TOA to Press

(*Continued from page* 1)

that it is aimed at the whole industry." He told reporters TOA felt the FCC "was not hitting at exhibitors in the report."

The board also heard a report on arbitration by Walter Reade, Jr., which emphasized that the recent decision of Allied States Association to hold exploratory talks on arbitration with the distributors is a "virtual go-ahead for the entire industry on arbitration."

Wants Final Step

Reade told the directors that since the two main exhibitor groups and the distributors have now approved exploratory sessions for an industry arbitration set-up, "We should continue towards having a final meeting and make it a *fait accompli* for the industry."

John Peckham, head of the National Production Authority's construction compliance division, reported that his staff has increased and he is now in a better position to hear exhibitor complaints about illegal theatre building. Nonetheless, the board decided to follow up yesterday's demand for a government crackdown on illegal construction by setting up a committee headed by executive director Gael Sullivan to prepare a brief to present to NPA, outlining cases where drive-ins and other theatres have been built in violation of the government's construction control order.

TV Dominates Session

Much of today's session was devoted to television, with Wolfson reporting as chairman of TOA's television committee. He urged exhibitors to consider going into the television broadcasting field, and said the theatre owners' outstanding record of community service would have to receive favorable consideration by the FCC in passing on license applications.

Within a year, 100 theatres will have theatre TV, Wolfson predicted. There are now 11 theatres with large-screen TV equipment.

The National Exhibitors Theatre Television Committee received a shot in the arm when the directors individually pledged themselves to contribute the assessment to support the organization. This has been set at $25 for theatres over 600 seats and $15 for smaller theatres. Wolfson said NETTC would shortly ask the FCC for permission to take part in the theatre television hearings slated for this fall.

Wolfson underlined that NETTC is supposed to be an all-exhibitor group, even though started by TOA members, and invited non-TOA theatre owners to support it. Sullivan said he hoped NETTC could make the over-all exhibitor presentation for channels before the Commission.

The board also decided to poll the TOA membership on whether they wanted an equipment show with the annual convention in New York in September.

The meeting heard Secretary of Labor Tobin in an off-the-record talk on the manpower situation.

Most of tomorrow's meeting will be devoted to TOA's policy on the Council of Motion Picture Organizations. COMPO president Ned E. Depinet is slated to talk. Government officials who may address the concluding session tomorrow include Economic Stabilizer Eric A. Johnston, FCC chairman Wayne Coy and Senators Everett Dirksen and J. William Fulbright. Sullivan said Fulbright would discuss inequities in the tax treatment of drive-ins.

Review

"The Thing"

(Winchester—RKO Pictures)

FOR exploitation-minded showmen, Howard Hawks' "The Thing" offers a wealth of possibilities. The picture is another addition to the list of science-fiction films and "the thing" referred to in the title happens to be a bizarre intruder from another planet.

The story, no doubt, will hold a fascination for many that will be translated into ticket sales. However, the picture's theme is frequently approached from a technique of standard melodramatics rather than from mature and thoughtful insights. The cast is a competently-working one although there is no name of box-office power.

The story starts out as a scientific expedition in the North Pole, under the aegis of the Army, is sent out to investigate atmospheric disturbances recorded by scientific apparatus. What is found is the wreckage of a strange flying saucer lodged deep in the ice. Also found buried in the ice is a mysterious and monstrous figure. A huge block of ice around the creature is cut out and brought back to camp. In the meantime there waxes an acrimonious dispute between the officer in command and an expedition scientist as to the disposition of the creature. Pentagon "brass" comes in for some lampooning as its cryptic orders seem always fruitless. In good time the ice melts and the weird visitor goes stalking about the camp thirsting for blood. It seems the half-human figure is composed of some strange sort of vegetable like that makes it impervious to bullets. "The thing" constantly preys on camp members until finally a ruse is set up whereby it is electrocuted.

For those who like romantic angles in their fare one has been provided in Charles Lederer's screenplay. It revolves around Kenneth Tobey, an Air Force captain, and Margaret Sheridan, a secretary attached to the expedition. "The Thing" is portrayed by James Arness. Presented by Winchester Pictures Corp., the film was produced by Hawks and directed by Christian Nyby.

Running time, 87 minutes. General audience classification. April release.

MANDEL HERBSTMAN

Walsh Urges 'Usual' Wage Negotiations

Richard F. Walsh, international president of the IATSE, declared in a statement released here yesterday that the union's locals everywhere "can and should proceed with the normal course of wage negotiations, keeping our standards up and keeping pace, insofar as possible, with the cost of living."

He pointed out that approval of the Federal Wage Stabilization Board is required at present for increases over 10 per cent, and said that at least one "IA" local his signed a contract which could be used as a test case on whether more than 10 per cent can be claimed by industry locals since the wage-and-price freeze specifically exempts prices and rentals in the industry.

'IA's' Assets

(*Continued from page* 1)

fund, $258,376; miscellaneous assets, $28,238.

The trustees commended William P. Raoul, "IA" secretary-treasurer.

Hits FCC

(*Continued from page* 1)

for film companies with the degree of their willingness to commit economic suicide by turning over their pictures, stars and stories to their TV competitors, has been addressed to the FCC in Washington by E. R. Holtz, head of the Riviera Annex Theatre Co. of this city.

"I vigorously object to your warning of March 29 to the motion picture companies," Holtz's message to the FCC said. "Hollywood is only a part of the movie industry. Over 18,000 theatres, representing a minimum investment of $18,000,000,000 on the part of thousands of citizens, must also be considered.

TV Closed Theatre

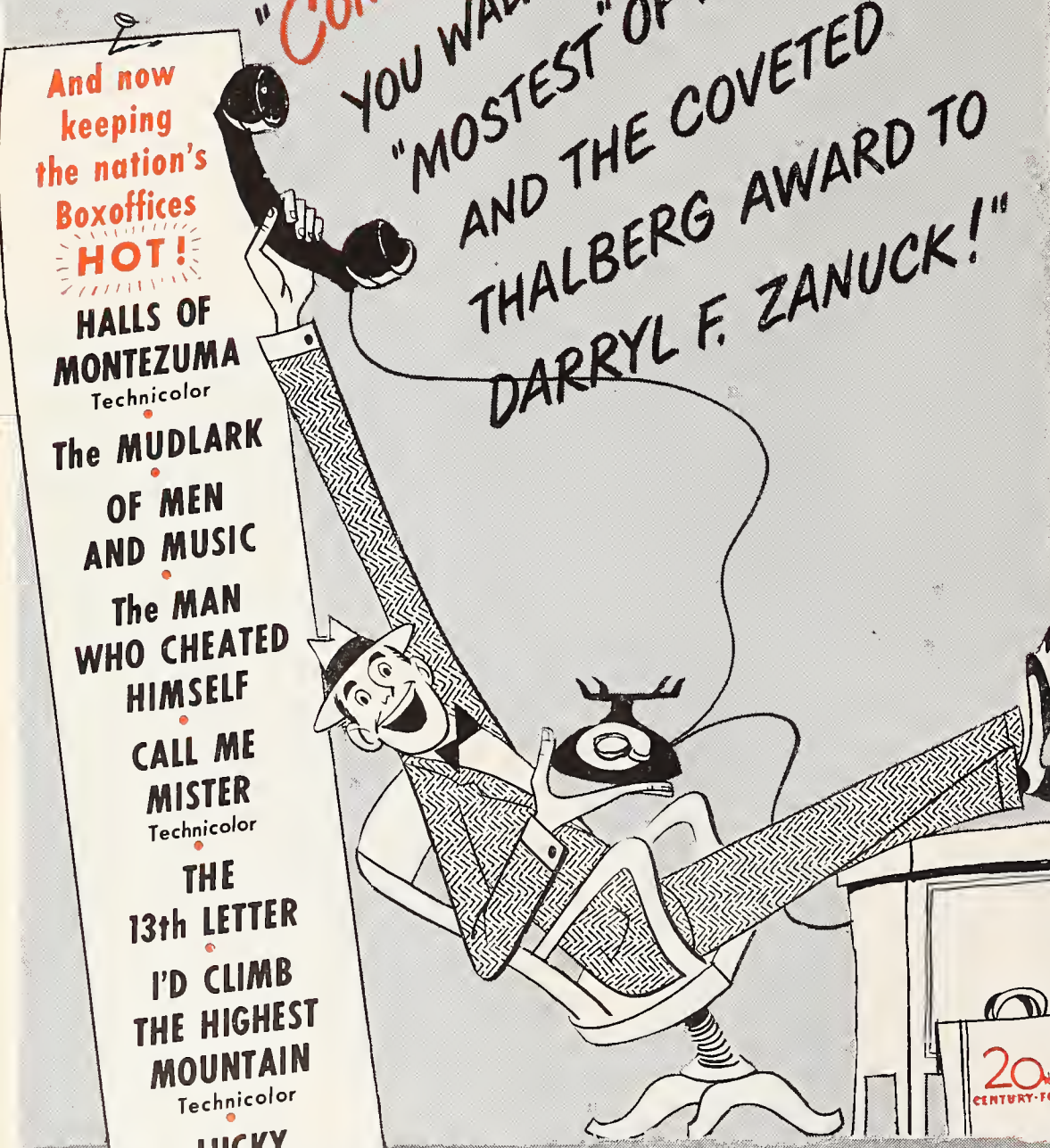
"Our $800,000 theatre here already has been closed by TV, putting 25 people out of work, costing the city thousands in assessable taxes, and causing a terrific loss to stockholders. If other theatres are to remain serving the public, paying local taxes and earning $23,000,000 per month for their partner, Uncle Sam, they must continue to have playing time protection on film product and motion picture stars against the spending of beer and soap income for television advertising with a consequent lowering of their taxes.

"We suggest the complete divorcement of Hollywood newspapers and manufacturers from TV broadcasting. I hereby request an appointment with the Commission to amplify our position."



CHEERS from MP Daily on "The SCARF" call it, "Tense . . . very capable job!"

the Mostest with



KEEP YOUR GROSSE

READY

BIRD OF PARADISE
TECHNICOLOR!

The greatest promotion campaign in history! Pays off across the land!

I CAN GET IT FOR YOU WHOLESALE

Susan Hayward, Dan Dailey, George Sanders! Not since "Eve" has there been such a box-office woman!...or picture!

FOLLOW THE SUN

40,000,000 people are waiting to see Glenn Ford and Anne Baxter in the true love story of Valerie and Ben Hogan!

YOU'RE IN THE NAVY NOW

Gary Cooper's in command of the Pride of the U. S. Fleet! "Funniest comedy of the year!"—says the New York Times.

14 HOURS

Paul Douglas, Richard Basehart, Barbara Bel Geddes, Debra Paget! Now a sensation at the long-run Astor Theatre, N.Y.

There's No Busine

the Bestest!!

HOT WITH THE HOTTEST LINE-UP IN THE INDUSTRY!

NOW THROUGH JULY!

RAWHIDE

Tyrone Power is the Whip! Susan Hayward is the Wildcat! And when they meet—all excitement breaks out!

ON THE RIVIERA

TECHNICOLOR!

Go Gay with Danny Kaye...and Gene Tierney and Corinne Calvet! National Day-and-Date Release Memorial Day!

HALF ANGEL

TECHNICOLOR!

Loretta Young takes Joseph Cotten over the hurdles, in the confessions of a female *Sleepwalker!* It'll wake up your grosses!

HOUSE ON TELEGRAPH HILL

Richard Basehart, Valentina Cortesa, William Lundigan! A shocker for your patrons! A booster for your box-office!

THE GUY WHO CAME BACK

Paul Douglas, Linda Darnell take up where they left off in "A Letter to 3 Wives."

AS YOUNG AS YOU FEEL

Monty Wooley and Thelma Ritter make it a box-office byword—in one of the year's most heart-warming family comedies!

NO HIGHWAY

James Stewart, Marlene Dietrich in an international drama of intrigue, mystery!

THE FROGMEN

The most unusual story of our fighting forces ever told! Richard Widmark, Dana Andrews and Gary Merrill in a drama of an Underwater Demolition Team!

AND COMING IN SEPTEMBER

GREGORY PECK · SUSAN HAYWARD

DAVID AND BATHSHEBA

TECHNICOLOR

The greatest love story from the best read, most sold, most believed book in the world—The Bible, itself!

s Like 20th CENTURY-FOX Business!

Monogram

(*Continued from page* 1)

period, Broidy added: "The next six months will see the biggest expansion in production for Monogram and Allied Artists release in the history of the companies. More producers will be distributing their films through Monogram than ever before. Color will be increasingly utilized in the forthcoming program."

Films which will get the green light within the next three months are: Allied Artists' "Disk Jockey," a Maurice Duke production which Will Jason will direct, with 22 "name" disk jockeys from key cities and top radio and television names in featured spots; "The Police Story," a Scott R. Dunlap production, dealing with the intelligence unit of the Los Angeles police department, and written by Julian Harmon.

For Monogram, three films in Cinecolor will include: "Flight to Mars" and "Rodeo," both Walter Mirisch productions, and "The Big Top," a Ben Schwab production. Nine black-and-white pictures will include: "Let's Go Navy," a Jan Grippo production; "The Sea Tiger," a William A. Broidy production; "Yukon Manhunt," "Submarine School" and "The Ottawa Story," all Lindsley Parsons productions; "Elephant Stampede," a Mirisch production, and "Stagecoach Driver" and "Marshal Law," Vincent Fennelly productions.

SWG Wants Fees

(*Continued from page* 1)

Producers Association hinges on the latter's acceptance of Guild proposals that, "to writers contributing to a photoplay, producers must pay a minimum percentage of gross receipts for the release of a motion picture on television." Members are told that a firm stand must be taken on this point due to the "announced intention of Lippert Productions and Monogram to release feature films via television."

The Guild board "believes it is urgent that a formula for additional compensation for writers for television usage must be established in the independent field immediately."

The bulletin states notice of termination of the present agreement with the IMPPA was given on Feb. 28, and therefore a strike can be called April 29 if the demands are not met. The television payment issue was left in suspension in recently-concluded SWG contract negotiations with the Association of Motion Picture Producers.

TV Cameramen with CIO

The Association of Documentary and Television Film Cameramen has affiliated with the CIO.

Reviews

"Katie Did It"

(Universal-International)

EXHIBITORS who have been clamoring for product designed to give their audiences a brief escape from life's harsh realities will find that Universal-International has met their specifications on that score, at least, in this lightweight comedy starring Ann Blyth and Mark Stevens. Its plot and action have no more relation to reality than do the lissom female figures that adorn calendars—a type of art that the painter who Stevens portrays practices. It adds up to a pleasant little comedy, good for some chuckles, but unlikely to cause any great excitement at the box-office.

Miss Blyth is a librarian in a small New England town, the last of a long and staid line of descendants from the town's founding family. The family's only black sheep is Miss Blyth's uncle, Cecil Kellaway, a non-practicing lawyer who cadges drink money from his niece. Stevens, a New York commercial artist, meets Miss Blyth by dropping paint on a new bonnet and later chances by as she bathes *au naturel* in a brook. Stevens' bohemian spirits clash with Miss Blyth's stern upbringing and complications, caused in the main by well-meaning Kellaway, beset the pair. The climax comes when a picture of Miss Blyth, who posed for Stevens in order to earn cash to get Kellaway out of a jam, appears on billboards in the neighborhood. Stevens rescues Miss Blyth from scandal and a stodgy financee, played by Craig Stevens, by whisking her away from a wedding rehearsal.

Frederick de Cordova's direction keeps the action in tune with trick situations devised by writer Jack Henley, with settings and musical score adding to the substantial production values. Effective comedy roles are played by Jesse White, Harold Vermilyea, William Lynn and Elizabeth Patterson. Others in the cast are Jimmy Hunt, Irving Bacon, Raymond Largay, Peter Leeds and Ethyl May Halls. Leonard Goldstein produced.

Runnnig time, 81 minutes. General audience classification. For May release.

VAUGHAN O'BRIEN

"Whirlwind"

(Columbia)

GENE AUTRY fans should find the latest adventures of their hero in foiling a group of bad men, led by screen veteran Thurston Hall, a pleasant 70 minutes of Western fare.

Filmed in sepia, "Whirlwind" has Gene as a secret government agent whose inner toughness is hidden by a pleasant face, ready smile and a song or two with the aid of his guitar. Again helping Autry is Smiley Burnette, whose well-known antics always go over big with the younger element.

Autry discovers on his arrival at Red Bluff that he is very unwelcome and the ruling family of Bannisters is there to see that his visit is short and not very sweet. This immediately makes Autry suspect that there is some skullduggery afoot and by a little detective work he confirms his belief that Hall is behind a plot which even involves a crooked sheriff. Gene poses as a wealthy man anxious to make a deal with the gang chief for the purchase of a ranch, and after he has won his confidence, he proceeds to line up the evidence that eventually destroys the thieves. Autry also uncovers the murder of Hall's brother, whose ranch is being kept by Hall from the dead man's daughter, played by pretty Gail Davis.

Everything turns out just right after a series of good fistfights, some shooting, exciting horse riding, and wild stage coach drives. The producer was Armand Schaefer, the director was John English, and the script was written by Norman S. Hall.

Running time, 70 minutes. General audience classification. April release.

Miles Hits ITO

(*Continued from page* 1)

from the attitude of the legislators, the ITO is assumed to be in favor of the bill, which, if passed, would tax approximately 95 per cent of all Ohio drive-ins and between 10 and 15 per cent of all Ohio indoor theatres, these being untaxed by municipalities at the present time.

"Dayton and Toledo do not have a city tax, also many small towns and suburbs of some of the larger cities, such as Columbus, do not impose the tax. Shelby, Fremont, Fostoria have all been able to obtain repeal of city taxes on the basis of present hardship and discriminatory taxing. Columbus independents, organized several years ago as the Association of Columbus Owned Theatres, are presently waging an active campaign to have the city tax repealed," Miles said.

Warner Bros. Trade Screening
in 5 Cities — April 12

"I WAS A COMMUNIST FOR THE F.B.I."

ALBANY — Warner Screening Roam, 79 No. Pearl St., 12:30 P.M.
BUFFALO — Paramount Screening Raam, 464 Franklin St., 2:00 P.M.
CINCINNATI — RKO Palace Th. Sc. Rm., Palace Th. Bldg., E. 6th, 8:00 P.M.
CLEVELAND — Warner Screening Room, 2300 Payne Ave., 2:00 P.M.
PITTSBURGH — 20th Century-Fax Sc. Rm., 1715 Blvd. of Allies, 11:00 A.M.

Daff and Feldman

(*Continued from page* 1)

dinner to be given by the Variety Club of Pittsburgh in Pittsburgh Monday night to P. T. Dana, newly-appointed Universal Eastern sales manager.

Next Thursday, Daff and Feldman will leave here for Seattle, Portland, San Francisco, Denver and Salt Lake City. Maurice A. Bergman, who speaks at the annual convention of Allied of Iowa and Nebraska in Des Moines on Tuesday and Wednesday, will join Daff and Feldman in Seattle for the Western trip.

UA Meet

(*Continued from page* 1)

Heineman said the first two days of the convention will be devoted to discussions of sales plans for the product of UA producers in general. The third will be given over entirely to preparations for putting the now road-showing "Cyrano de Bergerac" into general release beginning July 20. Stanley Kramer, producer of the film, and other executives in his organization, including George Glass, Sam Katz and George J. Schaefer will address the "Cyrano" meeting.

Glass, Katz and Schaefer held a press conference at the UA home office yesterday to announce general release plans for "Cyrano." They pointed out that the 35 roadshow dates for the picture over the past six months were in only the larger cities. With the exception of the New York, Chicago and Los Angeles roadshowings, which are expected to terminate in mid-May, the current advanced-admission exhibitions will be concluded at the end of this month, they said. However, there is no definite cut-off date, they added, explaining however that they will want a time lapse before general release.

Negotiations are underway, meanwhile, between the Kramer organization and UA to turn over overseas releasing rights on the picture to the distributor. Schaefer, who was to leave shortly for England, France and Germany to set releasing arrangements, said he has postponed his trip until after the UA convention.

Youngstein said an all-out promotional effort in behalf of the "Cyrano" general release will mark the initial activation of what will be an augmented UA field exploitation staff.

Academy Award Functions Lack The Old Spark, Glass Believes

George Glass, vice-president of the Stanley Kramer Company, stated yesterday that the Academy Awards ceremonies in recent years have lacked the glamor and color that marked those occasions when they were held at the Cocoanut Grove in Hollywood. Jose Ferrer, of Kramer's "Cyrano de Bergerac" got the award this year for "best actor." Appearing in a stage play in New York, Ferrer did not attend the Academy Awards function on the Coast.

Glass said he hoped it would be possible to instill some of the erstwhile glamor and excitement into Award ceremonies of the future. The Kramer executive said he is confident Ferrer will emerge from the current Un-American Activities Committee investigations "with a clean bill of health," adding that he believed the actor already had answered satisfactorily the charges made against him.

Para. Sales Meetings Open Here Tomorrow

Paramount's two-day divisional managers sales meeting gets under way tomorrow at the home office. A. W. Schwalberg, president of Paramount Film Distributing Corp., will preside.

Discussions will center around the merchandising of forthcoming product as well as plans for Paramount's national sales convention. Home office executives headed by Barney Balaban, president, as well as the five domestic division managers and Canadian general manager Gordon Lightstone, will attend the meetings.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 68 NEW YORK, U.S.A., MONDAY, APRIL 9, 1951 TEN CENTS

Para. Resumes Trade Shows Of All Films

Policy Clarified at 2-Day Division Managers Meet

Paramount will reinstate trade showings on a 100 per cent basis with every picture to be given individuel handling, A. W. Schwalberg, Paramount distribution head, disclosed at the company's divisional managers sales meeting held at the home office over the week-end.



A. W. Schwalberg

Other items discussed at the two-day conference included the scheduling of a national sales meeting and an analysis of current and future product from a

(*Continued on page 3*)

Griffis Disposes of Para. Stock Trusts

WASHINGTON, April 8. — Stanton Griffis has liquidated four of his trust account holdings of Paramount Pictures Corp. common stock and has disposed of a sizeable block of his own holdings, he has reported to the Securities and Exchange Commission.

The SEC now discloses that in Sept., 1950, so-called trust "A" was terminated with the transfer of its

(*Continued on page 2*)

Sweden Seen Easing Money Remittances

Washington, April 8. — The Swedish Government is preparing to relax its restrictions on dollar remittances, the U. S. State Department discloses.

The restrictions have been in effect for the past three years. Sweden's exchange position has improved recently, however, and the Department of State said that the government is now prepared to liberalize remittances.

Resume Colosseum Negotiations Today

The new-contract negotiations between the Colosseum of Motion Picture Salesmen and distributors which were held in New York last month will be resumed today in Minneapolis. There was a change in the selection of a site for the second round of talks, Chicago having been designated originally.

The New York meetings ended without agreement on any of the union's proposals, including a 10 per cent-plus general pay increase and higher expense allowances.

Films Off New Essential List

WASHINGTON, April 8.—All branches of the the motion picture industry have been dropped from the government's list of essential activities, issued to guide the Defense Department in scheduling calls on reservists to active duty and for the information of Selective Service in determining draft deferments.

This was revealed as the Commerce Department issued a revised list of essential activities, amending an earlier Aug. 3, 1950 list. Secretary Sawyer admitted that the new list was "drawn in rather strict terms," and that scores of industries had been dropped. He

(*Continued on page 3*)

Returns Not Tied To Budgets: Broidy

Steve Broidy, Monogram - Allied Artists president, said in New York at the weekend that experience has taught his organizations that the amount of money put into the production of a picture does not determine the extent to which the film will succeed. For that reason, he explained, Monogram-Allied Artists is going to return to making pictures at costs

(*Continued on page 2*)

'IA'-Sopeg Row to NLRB on April 17

April 17 has been set by the Nation Labor Relations Board's regional office here for the first formal hearing in connection with the new jurisdictional controversy between the IATSE and the Screen Office and Professional Employes Guild (DPOWA).

The hearing will be on "IA" Mo-

(*Continued on page 2*)

20th-Fox in Talks on TV Film Handling

A deal which would put 20th Century-Fox into the field of marketing films for television is now under consideration, the company confirmed here on Friday.

The deal under consideration is with Fred Packard, son-in-law of J. Arthur Rank, British film and theatre leader, and reportedly involves an initial package of 65 British films made between 1932 and 1947. The purchase price is variously reported at between $1,500,000 and $3,000,000.

Beyond confirming that the deal is "under consideration," 20th Century-Fox spokesmen were unable to provide any official details. Top officials

(*Continued on page 3*)

Loew's Reports Net Of $4,225,865 for 28 Weeks in 1950

Loew's Inc. reports net income of $4,225,865 for the 28 weeks ended March 15, 1951, after depreciation, taxes and other charges subject to year-end audit and adjustments. This compares with $4,986,963 a year earlier. Gross sales and operating revenues for the 28 weeks were $93,950,000, compared with $95,618,000. Gross sales for the last 16 weeks totaled $54,158,000, against $57,600,000. Net profit from operations, before taxes for 28 weeks was $5,349,692, against $7,244,614.

For the 16 weeks ended March 15,

(*Continued on page 2*)

$14-Million Trust Suit Filed in NY

A $14,324,532 anti-trust action filed in U. S. District Court here on Friday by Consolidated Theatres, Inc., Boston, and independent exhibitor Philip Loew, Worcester, Mass., named 14 defendants including Warner, Universal, United Paramount Theatres, United Artists, 20th Century-Fox, RKO Pictures, Paramount Pictures, New England Theatres, M. P. Theatres, Loew's and Columbia.

The complaint alleges that the de-

(*Continued on page 2*)

TOA Board Unanimously OkaysCOMPO

Little Effect Seen on Stand of Local Units

WASHINGTON, April 8. — By unanimous vote, the board of directors of the Theatre Owners of America approved Friday the proposed regional representation plan for the executive committee of the Council of Motion Picture Organizations.



Ned E. Depinet

But board chairman Mitchell Wolfson said it was his "best guess" that the board action wouldn't have much effect one way or other on the stand to be taken by individual TOA

(*Continued on page 3*)

Coy to Meet TOA To Clarify Policy

WASHINGTON, April 8. — Federal Communications Commission chairman Wayne Coy has agreed to meet informally with representatives of the Theatre Owners of America and attempt to clarify the position of exhibitors under the recent Commission report on licensing policy.

TOA executive director Gael Sullivan said he hoped to set up the meeting for next week and that TOA's

(*Continued on page 3*)

Extended Schedule For House Group

Washington, April 8.—The House Committee on Un-American Activities will probably be holding its Hollywood hearings "intermittently throughout the rest of the month," a Committee official said here today.

The hearings are slated to resume on Tuesday, and run this week at least through Thursday. The schedule of witnesses has not yet been released.

Personal Mention

WILLIAM F. RODGERS, M-G-M sales vice-president, is due back at the home office from the Coast tomorrow.

•

C. RAY STAHL, producer-director, and his bride, MARTHA HYER, are honeymooning in Bermuda following their marriage in New York.

•

CECEIL B. DEMILLE returned to Hollywood from New York over the the weekend.

•

DORE SCHARY, M-G-M production vice-president, is due here from the Coast on May 15.

Telecasters Given Censor Warning

Federal Communications Commissioner Frieda B. Hennock, in a speech here over the weekend, sharply attacked proponents of television censorship, but at the same time warned broadcasters that if they did not watch program content themselves more carefully, pressure for TV censorship would increase.

"Censorship of any kind imposed from above by any group, government or otherwise, is abhorrent to the American way of life," Miss Hennock declared.

She pointed out that regulation of program content is not part of the FCC's job and is in fact specifically forbidden by the Communications Act.

Griffis Disposes

(*Continued from page* 1)

entire 2,250 shares. In Jan., 1951, the Nixon Griffis Trust disposed of its entire 2,500 shares, the Frances Griffis Trust disposed of its entire 750 shares, and the W. E. Griffis Trust disposed of its 400 shares. Griffis himself gave away 1,000 shares of his own stock and sold 1,350 shares, leaving himself with 2,000 shares.

$14-Million Suit

(*Continued from page* 1)

fendants "conspired with each other to maintain a nationwide system of fixed minimum motion picture admission prices" which have prevented the plaintiffs' Plymouth Theatre in Worcester "from competing for first-run film licenses and patronage against Warner, Paramount and Loew circuits in Worcester." Consolidated asks damages totaling $10,295,532 and Loew asks $4,029,000.

'IA'-Sopeg Row

(*Continued from page* 1)

tion Picture Home Office Employes Local No. H-63's petition for a bargaining agent election at the Loew's New York exchange. H-63 claims to have won the allegiance of the exchange's "white collar" workers.

Coy Hits Changes In Radio-TV Act

WASHINGTON, April 8. — Federal Communications Commission Chairman Wayne Coy has told Congress the Commission thinks that previous anti-trust law violations in the field of radio communications are particularly significant in passing on the qualifications of a firm for radio and television licenses.

Coy's statement confirmed the feeling of some film industry attorneys that firms which have been convicted of anti-trust violations in the radio field are even worse off under the recent licensing report than are the film companies.

The statement was made during testimony Friday before the House Interstate Commerce Committee on a Senate-passed bill to overhaul the communications Act. Coy particularly criticized provisions of the Senate bill which he said would eliminate the FCC's authority to refuse licenses to persons who have been found guilty of monopolizing or attempting to monopolize radio communications.

Arizona's Governor Cites Adolph Zukor

TUCSON, April 8. — Adolph Zukor, chairman of the board of Paramount Pictures, was honored at the weekend at the 30th anniversary luncheon of the Tucson Rotary Club, when he was named a pioneer and ambassador of goodwill of the motion picture industry. The event was signalized by the presentation of a plaque to Zukor by Gov. Howard Pyle of Arizona and by Elliot Arnold, president of the Tucson Art Festival. The plaque also was dedicated to the new Paramount picture, the William Pine-William Thomas production of "The Last Outpost," which was named the official "Tucson Art Festival Film of 1951."

Beverly Jones Takes Post in Germany

HOLLYWOOD, April 8. — Beverly Jones, veteran motion picture production executive, will leave here Wednesday to accept a post as deputy chief of the motion picture branch of the office of U. S. High Commissioner for Germany, a State Department assignment which entails serving as liaison with the German film industry, production supervision of American documentaries, distribution problems and other film duties.

Diener, Lewis in New Agency Posts

David E. Diener has been named copy chief of the Monroe Greenthal Co., replacing Roger H. Lewis. Diener has been with the agency since Sept., 1947. Prior to that he was in the advertising departments of Columbia, Republic and United Artists.

Wilder Ads to Buchanan

W. Lee Wilder, producer-director of "Three Steps North," to be released through United Artists, has appointed Buchanan and Co. advertising agency for publication and radio advertising.

"The Mating Season"

Chicago, April 8.—Louis Jelinek, owner of the Ski Hi Drive-in near Chicago, has installed a supersonic gadget, which broadcasts the mating call of the mosquito. When the insects answer the call to pitch a little woo, they're electrocuted, and the mosquito problem at one drive-in is ended.

Mark May Heads Overseas Film Unit

WASHINGTON, April 8.—Dr. Mark May, director of the Institute of Human Relations at Yale, will head the Film Advisory Committee for the State Department's overseas information program.

Other members of the committee are now being cleared and will be named shortly. This is one of seven advisory committees being set up on specific phases of "The Voice of America" program.

The May appointment was revealed in the semi-annual report to Congress by the U. S. Advisory Commission on Information, the over-all advisory group on the Voice program.

Myers Set for Two Des Moines Talks

WASHINGTON, April 8.—Abram F. Myers, general counsel of Allied States Association, left here today for Des Moines and the convention of Allied Theatre Owners of Iowa and Nebraska. He will arrive there tomorrow night. On Tuesday he will address the Des Moines Ad Club.

Myers said he would return to Washington at the end of the week but hoped to get to New York the following week for further talks with distributors on arbitration and competitive bidding.

Lucas and Jenkins To Play 'Queen'

The Lucas and Jenkins circuit, consisting of 12 key Georgia situations, has been booked for a series of preferred playing time engagements of Robert Stillman's "Queen for a Day," directly following its world premiere in Waycross, Ga., on April 14.

Ascap to Elect April 26

The Ascap board of directors will meet here April 26 to elect officers for the coming year.

Loew's Net

(*Continued from page* 1)

net income after depreciation, taxes and other charges was $2,230,911, compared with $3,334,314 in the corresponding period last year.

Earnings per share for the 28-week period were 82 cents compared with 97 cents a year ago. For the last 16 weeks ending March 15, 1951, earnings per share were 43 cents, compared with 65 cents.

Newsreel Parade

THE death sentence for the A-bomb spies and reports from Korea are current newsreel highlights. Other items include the circus in New York, President Auriol's visit and sports. Complete contents follow:

MOVIETONE NEWS, No. 29 — Gen. Eisenhower puts North Atlantic Pact in work. Dutch Royalty reviews troops. Medals of Honor for Korean heroes. President Auriol tours N. Y. Awards for Brooklynites who made good.

NEWS OF THE DAY, No. 263 — Gen. Eisenhower takes command. Canadian arms for Dutch troops. Korea heroes get awards. Death sentence for atom-bomb spies. Circus aids Heart Fund. Spring skiing in London. Basketball.

PARAMOUNT NEWS, No. 66 — Puerto Rico trains new combat force. New church rises where Lincoln prayed. President Auriol ends U. S. visit. Triplets mark 83rd birthday. "Ike" assumes command of Western defenses. The circus.

TELENEWS DIGEST, No. 14-B—Death for A-bomb spies. Sidelights from Korea. "Ike" takes command. Tide of toys in France. Paris: Bogarts on vacation. Germany: polar bear triplets. Sports: Jamaica opener.

UNIVERSAL NEWS, No. 445 — Death sentence for A-bomb spies. Gen. Eisenhower takes over formal command. President Auriol hailed in N. Y. Gen. Bradley awards Congressional Medals. Puerto Rico: army training. Turtle fishing. Circus.

WARNER PATHE NEWS, No. 68 — A-bomb spies get death sentence. Gen. Eisenhower takes cmomand. President Auriol winds up U. S. tour. Puerto Rico "G.I.'s" train for duty. Report from Korea. Man with a tick-tock in his head. Circus.

Broidy on Budgets

(*Continued from page* 1)

"consistent with what the market affords."

Asserting that the two companies now are operating in the black and appear certain to continue to show profits, Broidy said at a press conference that plans for lower-budget productions will be determined principally by the experience of exhibitors and Monogram distribution personnel.

Meanwhile, however, Monogram-AA is prepared to establish itself in the higher-budget category, Broidy said, adding that a program in this connection will be announced within 30 days. Broidy has been here from the Coast for conferences to determine the 1951-52 production program.

After a two-year delay, he reported, Monogram's co-production deal with British Pathe is about to materialize into a picture. Under the five-year pact signed in 1949 two pictures a year were to have been forthcoming, but delays have thwarted the undertaking, he said. Now, however, director Ivan Foxwell has arrived in Hollywood from London for conferences and the co-production of Stefan Zweig's "Just for the Night" in Monte Carlo and London may start soon, Briody reported. The film will be made in Technicolor and will mark the first use of that color process by Monogram.

Broidy announced the signing of a long-term contract with William (Wild Bill) Elliott under which the star will make four to six top budget picture annually. The first two are "Cattle King" and "Maverick."

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No TOA Vote on Capital Office Plan

Washington, April 8. — A suggestion that the Theatre Owners of America set up a Washington office was presented to the board by chairman Mitchell Wolfson and received "strong support from a large portion of the board."

However, no vote was taken, and TOA executive director Gael Sullivan, whom Wolfson suggested head the new Washington office, said he'd rather stay in New York. The board did specifically designate Sullivan to carry on whatever liaison might be needed with the defense agencies.

TOA Board

(*Continued from page* 1)

units that have not yet acted on COMPO.

The board's action, highlight of the final session of a three-day meeting at the Mayflower Hotel, followed a strong address by COMPO president Ned E. Depinet.

The new system meets the requirements laid down by TOA at the Houston convention, Wolfson said, and TOA's eight delegates will be elected by its executive committee as soon as possible.

Wolfson emphasized, however, that although the board has approved the COMPO representation plan, this action does not bind individual TOA units and each unit still will have to decide for itself whether or not it will support COMPO. Ten of TOA's 28 units have already endorsed COMPO, but the Southern California unit recently put off action and it was speculated that other on-the-fence units might follow suit.

Asked to comment on what effect the board action would have on the undecided TOA units, Wolfson said, "My best guess is that those units that are going to come in would have come in anyway and that those units who aren't going to come in won't be affected. I feel it was part of the routine the board should have gone through, but I think it will have very little effect on the individual units one way or the other."

To Act on Tax

At the Friday session, the board also decided that TOA's Arkansas unit should attempt to have legislation introduced in Congress to rule out in what TOA considers tax advantages given drive-ins over indoor theatres. The decision to press for legislation came after several board members had been told Friday by Bureau of Internal Revenue officials that relief could come only from Congress and not from a departmental ruling.

The Arkansas unit will spearhead the drive, according to TOA general counsel Herman Levy, because its members are hardest hit by the situation. Arkansas Senator J. William Fulbright is aware of the problem and is sympathetic, it was indicated. Fulbright was to have appeared at the board session, but was tied up with a committee hearing.

Much of the final day's discussion centered on public relations, Wolfson said. Board members were urged to use national TOA as a clearing house for any information that might help them answer attacks on the industry made on a local level.

White House aide Dallas Halverstadt asked TOA's cooperation in getting appropriate newsreels and short subjects shown in conjunction with the Civilian Defense Administration's educational drive, which it will launch about May 15.

Economic Stabilizer Eric A. Johnston and Federal Communications Commissioner Wayne Coy were unable to appear as scheduled, but Senator Everett Dirksen spoke briefly to the group on credit controls.

No action was taken by the board on the Army-Navy pre-release situation. Other matters included on the original agenda, such as bunching of releases, and exhibitors seminars in Hollywood were referred back to Ted Gamble's committee.



"GUARANTEED TO PLEASE NOBODY BUT PEOPLE!"

Review

"Half Angel"

(*20th Century-Fox*)

THE ROMANTIC complications that can be caused by a split personality are etched on a broad canvas in "Half Angel." The unusual theme is given resourceful production handling, with comic effect the primary concern. Loretta Young plays the dual personality whose subconcious is constantly at war with the conscious. As a result, Joseph Cotten and John Ridgely, the two boy friends, frequently find themselves in a state of embarrassed confusion. The Technicolored whimsy is presented in a light and frivilous vein, containing nothing that would be beyond the depth of the conventional film-goer.

In the screenplay, by Robert Riskin, it seems that the conscious Miss Young is a prim and proper young nurse engaged to Ridgely, but subconsciously, she is a devil-may-care imp who is on the make for Cotten, a pompous lawyer-philanthropist. Now every time she goes to sleep, her subconscious asserts itself. And since she is a sleepwalker there are always complications afoot. This untenable situation develops to where she is completely in love with Cotten at night but renounces him as an upstart at day. It even reaches a point where the baffled Cotten takes her to court to uphold his good name but he loses. Miss Young discreetly proceeds with plans to marry Ridgely but night descends and instead she marries Cotten. As expected, when day arrives Miss Young is innocently about to rush into bigamy. A final realization of her accomplished marriage liberates her from her subconscious cravings and thus paves the way for settled marital bliss with Cotten.

Cecil Kellaway plays Miss Young's bouncing father while Basil Ruysdael performs as a hospital superintendent who offers the psychological explanations for the antics. Richard Sale directed and Julian Blaustein produced.

Running time, 77 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

Warners to Map 'Box-office Buildup'

Warner Theatres' zone advertising men will meet today in the company's home office for the purpose of setting up a new three months "Box-Office Building Campaign."

They will be addressed by Harry Kalmine, president and general manager of Warner Theatres; Ben Kalmenson, Warner vice-president in charge of distribution; Mort Blumenstock, vice-president in charge of advertising-publicity, and Harry Goldberg, advertising-publicity director for Warner Theatres. Advertising men present will include J. Knox Strachan, Cleveland; John Nesse, New Haven; Jerry Atkin, Albany; Everett C. Callow, Philadelphia; Henry Burger, Pittsburgh; Frank LaFalce, Washington, and William Clark, Newark.

Ferri Elected Head of 20th-Fox Club

Roger Ferri has been elected president of the 20th Century-Fox Family Club. Other officers are: Harry Reinhardt, first vice-president; Leo H. Israel, second vice-president; Ted A. Shaw, third vice-president; David Ornstein, treasurer; Marion Murphy, secretary.

Members of the board of Governors are: Doris Adelman, Walter Bishop, Bernard Bozzone, Nat Brower, Fred Bullock, Elsie Boland Collins, Deon De Titta, Fay Eichler, John Gallese, Harry Mersay, Jonas Rosenfield, Jr., Andy W. Smith, Jr., Tina Tarsel, Bob Warsk, and Julia Wolpin.

Coy to Meet TOA

(*Continued from page* 1)

television attorneys Marcus Cohn and Nathan Halpern would accompany him.

Sullivan said he would also set up soon the meeting with National Production Authority Administrator Manly Fleischman on TOA's complaints about illegal theatre building. At this meeting he will be accompanied by Cohn and A. Julian Brylawski.

Trade Shows

(*Continued from page* 1)

sales and merchandising standpoint.

The announcement concerning trade showings was made to clarify findings of the company's recent survey of these exhibitor screenings. That survey, which was completed last January, pointed out that routine projection-room trade showings were not serving their purpose, nor were they getting the intended results primarily because of poor attendance.

At that time, it was proposed, to give special attention and special treatment to trade showings, based upon the needs for the particular picture concerned. In one case it might be advisable to trade show a picture in a small "jewel box" theatre and to have a goodly proportion of women present, while in another instance it might be deemed more appropriate to screen the picture for exhibitors in a large theatre with a large audience.

Exhibitors Protested

With respect to pictures which the company's records indicated very few exhibitors took the trouble to see, it was decided there was no point in spending time, effort or money to trade show, but projection room screenings will be held.

"Unfortunately," said Schwalberg, "news stories of this revised approach to trade showings were not all as complete as they might have been. As a result, Paramount has received many letters from exhibitor organizations, exhibitor organization leaders and individual exhibitors. All of these letters urged that we reconsider our position and that we reinstate trade showings 100 per cent."

20th-Fox Talks

(*Continued from page* 1)

of the company could not be reached for a statement on Friday.

Implications of the deal, observers pointed out, are mainly that 20th-Fox is giving consideration to entering the field of acquisition of motion pictures for distribution to television broadcasters and that, if the decision to do so is made, it could well be followed by other major producer-distributors. This possibility of a change in the company's policy remained unexplained in the absence of any official statement from company officials.

Packard, who recently established residence in London with his family after a number of years in Hollywood, is now in New York in connection with the deal. He declined to comment on his negotiations with 20th-Fox.

Essential List

(*Continued from page* 1)

emphasized that the list is to be used solely as a guide in obtaining manpower for the armed services and is not designed for use in connection with priorities, materials allocations, rationing or similar non-manpower purposes.

Joyce O'Hara, vice-president of the Motion Picture Association of America, said his group would appeal the non-essential classification given the industry and ask that it be restored to the essential list. "We're just as important as planes and tanks—it's just that simple," he declared. The Commerce order specifically sets up an appeals procedure.

GREATEST POINT-OF-SALE PROMOTION

An unbeatable combination . . . a powerful
backed by an intensive pre-selling

A Robert Stillman Production

LIFETIME OF ENTERTAINMENT IN ONE WONDERFUL MO



PRE-SOLD!

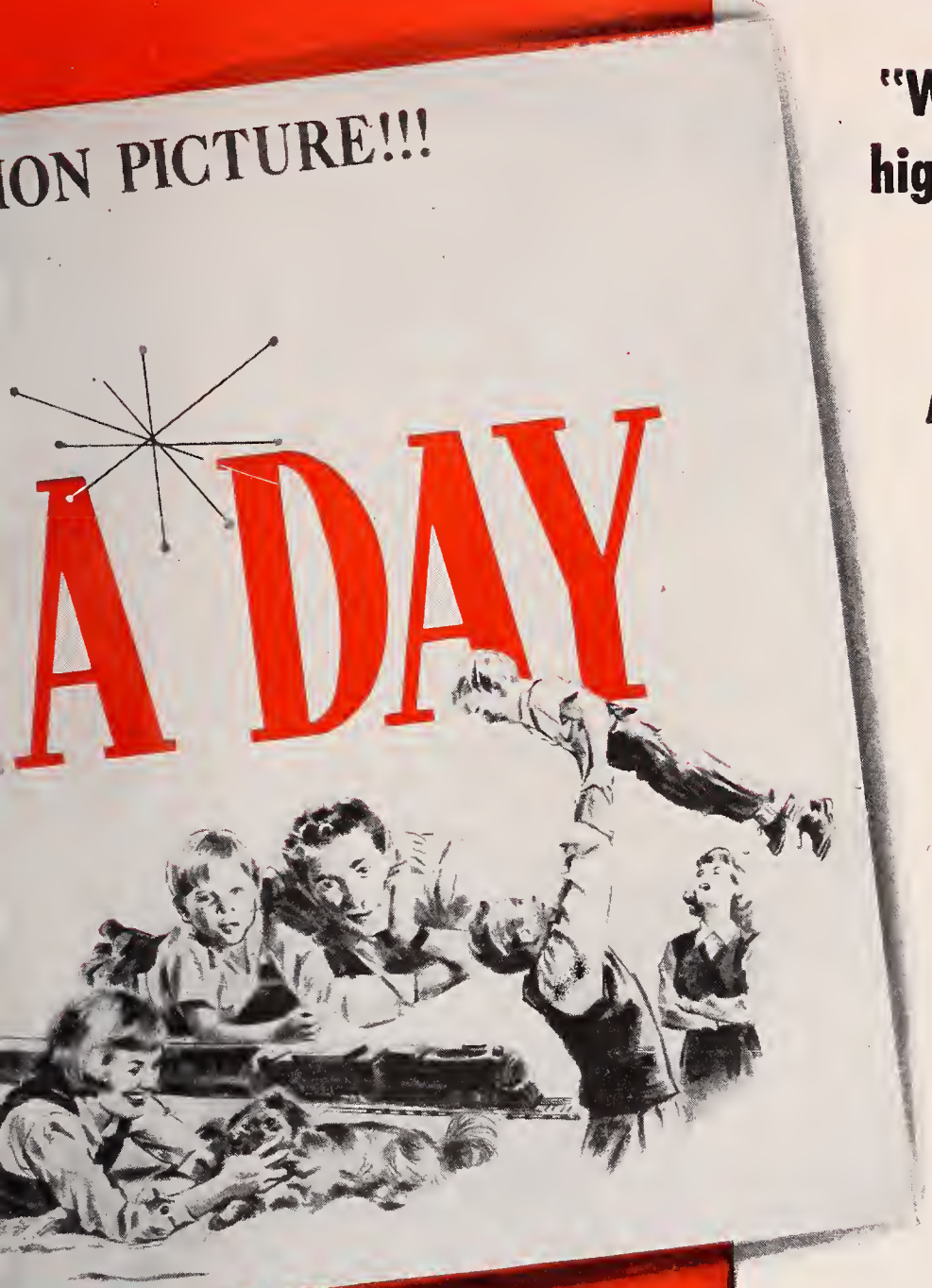
WORLD PREMIERE CITY NAMED BY VOTES OF MILLIONS OF MUTUAL RADIO LISTENERS!

NATIONWIDE TOUR BY "QUEEN FOR A DAY" TROUPE!

50-CITY AREA SATURATION PREMIERES SOLIDLY SOLD WITH "QUEEN FOR A DAY" CONTESTS!

IN THE HISTORY OF THE BUSINESS!

boxoffice attraction campaign!



"Will easily prove to be one of the highlights of the film year. Splendid entertainment, will move, delight every segment of the audience. A great offering in every sense!"
—FILM DAILY

"A commercial winner. Limitless exploitation possibilities!"
—BOXOFFICE

"Notable boxoffice success. Enthusiastic word-of-mouth!"
—SHOWMEN'S

"Tightly-knit, suspenseful, novel, arresting. Will hit fine grosses!"
—DAILY VARIETY

"Excellent!" *—M. P. HERALD*

"Appeal to film-goers of every classification!"
—M. P. DAILY

"Touching, heart-stopping, topnotch!"
—VARIETY

Great "DAY" thru UA

Proudly released by Eagle Lion

OFFICES OF THE
WALTER READE THEATRES
MAYFAIR THEATRE BUILDING
701 SEVENTH AVENUE
NEW YORK 19, N.Y.

TELEPHONE CIRCLE 5-5250

March 30,1951

OFFICE OF
WALTER READE

Mr. Bernard Kranze, Vice-President
In Charge of Distribution
Eagle Lion Classics, Inc.
165 West 46 Street
New York, New York

Dear Bernie:

Now that a contract has been concluded for the showing of "OLIVER TWIST" at our Park Avenue Theatre, may I say again how happy and delighted we are that our theatre has been selected for the New York premiere of this great and important motion picture. We are certain that it will achieve a tremendous success and enjoy a long run. Bernie, this is motion picture entertainment at its best, and we are proud to present a production of its stature.

Good luck and warmest personal regards.

Sincerely,

WALTER READE THEATRES, INC.

Walter Reade, Jr., President

WRJr:rh

"Oliver Twist" is now being booked by the nation's leading circuits!

wire–write–phone your EAGLE LION Exchange

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 69 NEW YORK, U.S.A., TUESDAY, APRIL 10, 1951 TEN CENTS

TOA, COMPO Optimistic On Hold-Outs

Sullivan Today Will Urge Units to Back the Council

Optimism was evident yesterday at the headquarters of both the Council of Motion Picture Organizations and Theatre Owners of America that most or all of the 19 TOA units which have been standing apart from COMPO would "join up" in the reasonably near future.

With TOA on the national level committed to COMPO, and with nine of the exhibitor organization's 28 regionals also lined up behind the all-industry agency, Gael Sullivan, TOA executive director, will recommend in messages to be sent today to the 19 other units that they indicate their support of COMPO as soon as possible.

Sullivan's recommendation will be included in a report to the regionals

(*Continued on page 7*)

To Study Tax On Drive-ins

WASHINGTON, April 9.—A key Democratic member of the House Ways and Means Committee today said he would ask the Committee during its current executive session work on a 1951 tax bill to consider equalizing the tax treatment of conventional theatres and drive-ins.

The promise came from Rep. Mills (D., Ark.), who said he thought the Committee might be able "to pick up some revenue" by tighter tax treat-

(*Continued on page 3*)

TOA to Cite NPA Violations to US

Manly Fleischman, enforcement chief of the National Production Authority, on Thursday will be confronted with a brief citing at least 50 violations of the NPA order limiting theatre construction and repairs to the expenditure of $5,000 by each house.

Gael Sullivan, executive director of the Theatre Owners of America, said here yesterday that he will visit Fleischman in Washington on Thurs-

(*Continued on page 7*)

TOA Meets FCC's Coy Tomorrow

Washington, April 9.—Spokesmen for the Theatre Owners of America will meet with Federal Communications Commission chairman Wayne Coy Wednesday morning in an effort to get clarification of the exhibitor's status under the recent FCC licensing policy. The TOA delegation will consist of executive director Gael Sullivan, TOA television consultant Nathan Halpern and television attorney Marcus Cohn.

Grosses Taper Off At NY 1st-Runs; New Product Bows

Business at New York first-runs is tapering off as a number of theatres are moving in new shows to replace Easter bills and other grosses are dropping down to normal size following the holiday season.

Two houses, Radio City Music Hall and the Paramount, are still doing excellent business with holdover product but previous schedules make changes necessary.

The Music Hall, where "Royal Wedding" and the Easter show on stage are expected to draw a splendid

(*Continued on page 6*)

Probe of Hollywood 'Reds' on Today; Ban Newsreels, TV

WASHINGTON, April 9.—The House Un-American Activities Committee has tentatively scheduled 14 witnesses to testify this week in connection with its new hearings on alleged Communist activities in Hollywood. The only witness scheduled for tomorrow when the committee resumes after a two-week recess, is actor Sterling Hayden. Committee officials said they expected him to be a "cooperative" witness.

As of now, the committee decision is against television or newsreel cameras at the hearings. However, committee officials said they are under terrific pressure to permit them, and that this ruling might be changed any time.

The committee is talking about a possible night session tomorrow. The

(*Continued on page 6*)

Smith to Tour Key 20th-Fox Exchanges

Long-range distribution plans for the 20th Century-Fox sales organization will be discussed at a series of round-table conferences to be held nationally during the next three weeks by Andy W. Smith, Jr., sales vice-president.

Smith will leave tomorrow night on a swing around the country to meet

(*Continued on page 6*)

MPA Would Cut Limit for Filing Anti-Trust Cases

Industry to Fight Non-Essential Rule

WASHINGTON, April 9.—The Motion Picture Association of America's decision to appeal the U. S. Commerce Department's action to drop the film industry from the list of essential activities is based on a very important reason—but it's not to save the industry's manpower.

The reason is to head off possible use of this action as a precedent for more important things later—such as the relative essentiality of different industries for getting priorities.

The list of essential activities was one of two lists issued by the government in August as a guide to military

(*Continued on page 4*)

WASHINGTON, April 9.—The Motion Picture Association of America went on record today before Congress in opposition to a bill that would give exhibitors and others bringing private anti-trust suits more time in which to file their suits.

The Association filed a statement with a House Judiciary sub-committee holding hearings on a bill to set up a uniform six-year statute of limitations on such suits. This means plaintiffs could have up to six years after they were allegedly injured in which to bring suit. At present, the matter is governed by state laws, and 29 states have statutes of five years or less, while only 19 have statutes of six years or more.

The MPAA statement, signed by

(*Continued on page 4*)

U. S. Harasses Crescent, Court Says

Dismissal Actions All Based on 1939 Decree

NASHVILLE, April 9. — "This seems to be a procedure to harass the defendant," declared Judge Elmer D. Davies, in U. S. Circuit Court in dismissing several complaints against Crescent Amusement Co. and its affiliates of failing to comply with the government's anti-trust decree of 1939.

The complaints dismissed complained the defendants "are discouraging competition by obtaining court permission to construct new theatres which they failed to construct."

Pointing to the fact that the decree does not specify the time to be allowed for building any theatre authorized by the Court, Judge Davies remarked that "the Government had the clause requiring court permission

(*Continued on page 4*)

UA Drive Post To Youngstein

Max E. Youngstein, United Artists advertising-publicity vice-president, has been assigned to "captain" the "Grad Sears Drive" currently in progress, it was announced by William J. Heineman, distribution vice-president.

Heineman said, "With Youngstein actively participating in all phases of this sales push, I am confident that branches throughout the country will benefit directly."

Youngstein will be in correspond-

(*Continued on page 4*)

DuMont Seeking 52 British Features

LONDON, April 9. — Mortimer W. Loewi of DuMont Television Laboratories, who is visiting here accompanied by his associates Andrew Yager and Sidney Justin, revealed that he is negotiating for 52 British features for U. S. Television here.

The DuMont organization, in which Paramount Pictures is heavily interested, already has shown 26 British feature films on its television net-

(*Continued on page 3*)

Personal Mention

MORRIS LOEWENSTEIN, president of Theatre Owners of Oklahoma, accompanied by MRS. LOEWENSTEIN, is in New York following the Theatre Owners of America board meeting in Washington. They will leave here by plane for Oklahoma City tomorrow.

•

MONROE GOODMAN, executive assistant to A. W. SCHWALBERG, president of Paramount Film Distributing Corp., was married here Sunday to RUTH PEYSER. The couple will honeymoon in Bermuda.

•

PAUL RAIBOURN, vice-president in charge of television and budgets and planning for Paramount, yesterday addressed the Boston Security Analysts at a luncheon meeting here.

•

CHARLES P. SKOURAS, president of National Theatres, yesterday checked into Cedars of Lebanon Hospital on the Coast to undergo minor surgery Thursday.

•

CHARLES AMORY, head of Eagle Lion Classics foreign sales department, has left here for Pittsburgh and Washington.

•

ARTHUR ISRAEL, executive secretary to BARNEY BALABAN, president of Paramount Pictures, has left here for Minneapolis and Hollywood.

•

NORTON V. RITCHEY, president of Monogram International, has returned to New York from South America.

•

SI SEADLER, M-G-M advertising manager, returned here by plane yesterday from the Coast.

•

WALTER MIRISCH, Monogram-Allied Artists producer, has returned to the Coast from New York.

•

RUSSELL HOLMAN, Paramount's Eastern production head, has left here for a vacation in Southern Pines, N. C.

•

CHARLES SIMONELLI, Universal exploitation head, has left here for Florida.

•

ED GALLNER of M-G-M's Philadelphia field press representative, has returned there from New York.

•

CHARLES LEVY, Walt Disney's Eastern publicity director, leaves here today for the Midwest.

•

RICHARD THORPE, M-G-M director, has left here for London.

Lewis a Vice-president

In reporting here yesterday the appointment of David E. Diener as copy chief of Monroe Greenthal Co., replacing Roger H. Lewis, mention was inadvertently omitted of Lewis' recent promotion to vice-president of the Greenthal advertising agency. Lewis will coordinate and supervise the creative work of the agency in both the motion picture and general advertising departments under Monroe Greenthal, president.

Tradewise . . .

By SHERWIN KANE

THE board of directors of Theatre Owners of America ratified the proposed new organizational plan for the Council of Motion Picture Organizations at its Washington meeting last week, leaving TOA's position with respect to COMPO exactly where it has been for altogether too many months.

Lest the board's action be misinterpreted by the uninformed as putting TOA's membership behind COMPO, Mitchell Wolfson, board chairman, who presided at the meeting, reminded reporters that the ratification does not bind individual TOA units to support COMPO.

Had that point been emphasized as publicly last winter, COMPO might be much farther along in its work for the betterment of industry public relations and the stimulation of theatre attendance than it is today. Instead of marking time while TOA made up its mind just how it would like to see COMPO reorganized, and then devoting the time and effort to carrying out the reorganization to suit TOA, COMPO might have gone about its business immediately, leaving the stragglers and the malcontents to board the bandwagon as they saw fit.

After all the fol-de-rol and delay, that is exactly where COMPO stands today.

•

The least that TOA directors might have done in Washington, as a courtesy to COMPO, would have been to count noses at the board meeting and advise COMPO just what the prospects are of favorable or unfavorable action by the more than half of TOA's reluctant member units.

The men who head the local TOA units were present at the Washington meeting, for the most part. They know how they feel and how their units feel about COMPO. A dependable report could have been made on the spot and forwarded to COMPO as a basis for deciding without further delay whether the recalcitrants are worth waiting longer for or not.

Instead, the industry is reminded that TOA does not speak or act for its members and COMPO will have to continue waiting until the TOA member units, which already have taken more time for deliberation than any other components of COMPO, decide whether or not they like the reorganization that has been re-made to their specifications.

This in the face of the flat statement made by officers of Southern California Theatre Owners Association that they have no plans whatever to act on COMPO because they are taking "first things first." A revealing description of what COMPO means to that TOA unit.

Despite the optimism expressed in TOA and COMPO quarters here yesterday over the prospects of early and favorable action by the holdout TOA units, many in the industry do not share that optimism. They feel, rather, if TOA does not kill COMPO by vote or failure to vote, COMPO will die of exhaustion waiting at the altar for its obviously reluctant flower girls to put in their appearance.

World Premiere of 'Scarf' on April 20

The world premiere of "The Scarf," I. G. Goldsmith's story which reunites Mercedes McCambridge and John Ireland for the first time since their appearance in the Academy Award-winning "All the King's Men," will take place at Warner's Aldine Theatre, Philadelphia, on April 20, it was announced here by William J. Heineman, United Artists distribution vice-president. Produced by Goldsmith, "The Scarf" co-stars James Barton and Emlyn Williams.

Park Avenue Theatre Begins New Policy with 'The Scarf'

Inaugurating a new policy under which it will feature top American films, the Park Avenue Theatre here announces that "The Scarf" will be its next presentation, following the current showings of "Odette."

Lewis Named Compo Aide to Alicoate

Jack Alicoate, representative of the trade paper publishers on the executive committee of the Council of Motion Picture Organizations has appointed Charles E. (Chick) Lewis, editor and publisher of *Showmen's Trade Review*, as his alternate.

Lewis succeeds Martin Quigley, publisher of *Motion Picture Herald* and MOTION PICTURE DAILY, who served as alternate to Abel Green, editor of *Variety*, previous trade paper publishers' representative on the COMPO board.

Begins Gov't Film Series

Patriotic Films, a new producing firm headed by James Harper, is launching a series of film shorts entitled "Behind These Scenes," depicting U. S. government agencies.

Arnall Enters Talks Here on Italy Pact

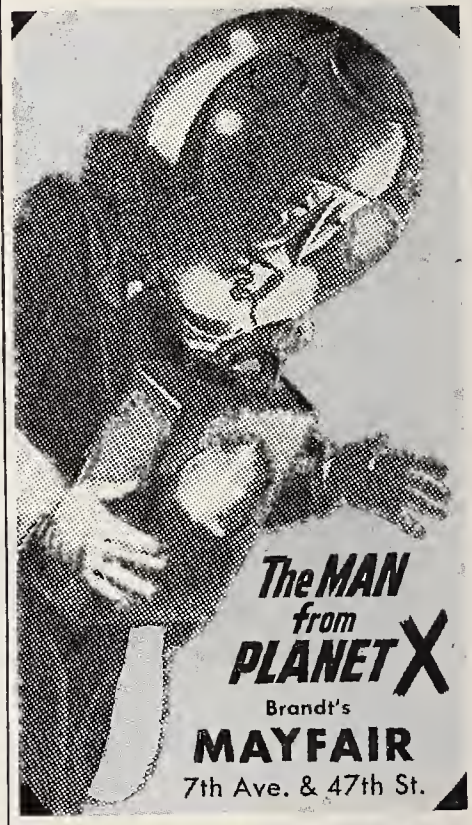
Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, yesterday joined in the meetings which have been going on in New York between representatives of the American and Italian industries preparatory to opening later the negotiation of a new Italo-American film agreement. The SIMPP president returned to New York yesterday from a sojourn in Atlanta.

William B. Levy and Alfred Crown have been representing SIMPP in the talks, which are scheduled to last another week at least. The Motion Picture Association of America has been represented by John G. Mc Carthy, MPAA foreign department chief, and George Weltner, A. Schneider and Phil Reisman.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Paramount presents THE MATING SEASON
starring GENE TIERNEY • JOHN LUND
MIRIAM HOPKINS • THELMA RITTER
JAN STERLING • a MITCHELL LEISEN Production
PARAMOUNT TIMES SQUARE
IN PERSON RAY ANTHONY • MEL TORMÉ HIS TRUMPET AND ORCH. plus PEIRO BROS.
Extra! LARRY STORCH
Midnight Feature Nightly



Brandt's MAYFAIR
7th Ave. & 47th St.

"GUARANTEED TO PLEASE NOBODY BUT PEOPLE!"

"Will Do Nothing for Exhibitors . . . But Make Money!"

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National Pre-Selling

STARTING with the current issue of *Life*, M-G-M will appear in three consecutive issues with outstanding publicity breaks for its stars and forthcoming attractions. In the current issue, now on the stands, a double-spread in color appears for "Quo Vadis." In the April 16 issue, Esther Williams will appear on the cover, and with what they call "coverage" inside. For April 23 several pages of color on "An American in Paris" will feature Gene Kelly and Leslie Caron, the new French importation. Additionally, *Quick* magazine has a color picture of Debbie Reynolds and an inside story for teen-agers in its current issue.

•

A Coast-to-Coast tieup with Motorola, Inc., with both national and local advertising involved, will "plug" 20th Century-Fox's "Take Care of My Little Girl" which is to be released in August. Full-page color ads in *Life, Look, Saturday Evening Post, Woman's Home Companion, Coronet, Better Homes and Gardens,* and *Quick* will reach a total readership of more than 44,000,000. The tieup at the local level with thousands of Motorola dealers instructed to cooperate with theatres, involves counter cards, window displays, lobby exhibits, giveaways and other promotional material.

•

Arthur Murray Dance studios furnished a bevy of beautiful girls clad in colorful South Sea sarongs as part of the exploitation of "Bird of Paradise" at the Des Moines Theatre, Des Moines, and tipped a large-scale promotion stunt that will follow through other key cities. Radio station KSO and local newspapers went strongly for the stunt in Des Moines, which was promoted by Tony Abramovitch, manager of the theatre, and Jimmy Redmond, of Tri-States theatres.

•

The May issue of *Seventeen* magazine carries a full quota of film material, including an interview with Howard Keel, star of the upcoming M-G-M pictures, "Three Guys Named Joe" and "Showboat." It is the annual "It's All Yours" issue of *Seventeen,* which is written, illustrated and edited by the teen-agers themselves. The film reviews and feature articles, as well as the selection of M-G-M's "Theresa" as *Seventeen*'s "Picture of the Month" are entirely the ideas of the staff.

•

Two full-scale ticups using Gene Tierney's endorsement of Lux Flakes and V-8 vegetable juice will gain free advertising for 20th Century-Fox's forthcoming Technicolor musical, "On the Riviera," in national magazines and key city newspapers, with a combined readership of 112,000,000 *from Coast to Coast. Ticup with Lux Flakes will have full-color ads in* American Weekly, Ladies Home Journal, Cosmopolitan, Modern Romances, True Experiences, True Love Stories, True Confessions, True Romances, Movie Story, Motion Picture, Modern Screen, Screen Stories *and* Radio and Television Mirror.

The V-8 ticup color pages are slated for Life, Ladies Home Journal, Better Homes and Gardens, *and Metropolitan Sunday comic sections.*

WALTER BROOKS

Review

"Goodbye, My Fancy"

(Warner Brothers)

THE familiar triangle of two men in pursuit of the same girl is treated in comic and sophisticated style in "Goodbye, My Fancy." The story pauses briefly and well-meaningly over a serious note on the responsibilities of alert democracy, but humor always is foremost. Joan Crawford has the lead in this breezy adaptation of the Broadway play, with Robert Young and Frank Lovejoy holding forth as her two admiring males. The film shapes up as reliable merchandise for almost any situation.

The comedy is set in motion when Miss Crawford, a chic congresswoman, accepts an invitation to return to her old Alma Mater to receive an honorary degree. It seems that 20 years previously she had been expelled from the college for staying out all night. The young man she had stayed out with is Young, now president of the school. Miss Crawford's return rekindles the old flame. Adding to the whirling complications is the fact that Lovejoy, a *Life* magazine photographer, is bent on winning Miss Crawford's hand. There ensues a spirited rivalry between the two men, with Eve Arden, secretary to Miss Crawford, sparking matters all along the line with her wry comments.

A crisis develops when the college's board chairman refuses to have shown at the school a film sponsored by Miss Crawford whose theme is the throttling of education in dictator countries. It is under this challenge that Young shows real moral courage. Despite his winning show of virtue, Miss Crawford, in the finale, decides that the man with the clicking lens is for her. Several little subplots and developments round out the film's lengthy 107 minutes. Henry Blanke produced and Vincent Sherman directed, from the screenplay by Ivan Goff and Ben Roberts.

Running time, 107 minutes. General audience classification. Release date, May 19.

MANDEL HERBSTMAN

To Study Tax

(*Continued from page* 1)

ment of drive-ins, along lines demanded by the Theatre Owners of America at its board meeting here last week.

The TOA board objected to the fact that drive-ins are charging admissions on a per car basis, no matter how many individuals are in the car, and then base the tax on the admission price for the car. They want each individual taxed, just as in the case of admissions to conventional theatres. The Bureau of Internal Revenue has ruled that the laws base the admission tax on the ticket price, no matter how the ticket price is computed, and that the TOA must go to Congress for a change. The TOA designated the Arkansas unit to spearhead the fight for legislation.

Mills, who is fourth-ranking Democrat on the tax writing committee, admitted he had correspondence with the TOA on the matter and that he felt the TOA was right in its demands and that the Bureau was right in its ruling on the basis of present law.

"I am going to bring the matter up in committee before we report out a tax bill," he declared. "It is a very difficult technical problem, and we are still looking for some solution. I have been thinking of fixing a minimum tax per person in cases where the admission price is based on a car. This may be very hard to administer, however. Somehow, though, we should be able to get something that will fix it so that there is no difference in treatment taxwise."

Senator J. William Fulbright (D., Ark.) has also showed himself sympathetic to the TOA stand. But Mills is in a definite position to do something about it, and his adherence to the TOA view is doubly important.

DuMont Seeks 52

(*Continued from page* 1)

work, Loewi reported. He said he also is interested in short films, playing up to 30 minutes. He met with J. Arthur Rank here recently and was shown the Rank-Cinema - Television big-screen apparatus.

The American party will visit TV and film studios in Britain, France and Italy this month. They predicted the possibility of working agreements between the DuMont network and European stations, particularly with the British Broadcasting Corp.

Furst's Sales Post At Mono. Expanded

Nat Furst, district sales manager of Monogram-Allied Artists for New York City, has been placed in charge of national sales for "The Little Rascals" short subjects, being released by Monogram. Furst will continue with his former duties in addition to handling his new post, it was disclosed here yesterday by Morey Goldstein, general sales manager.

Furst launched his industry career with the Greater New York Film Co., which later became Fox.

Kodak Officials on Photography Theme

ROCHESTER, N. Y., April 9.—Eight Eastman Kodak photo officials are among the contributors to "Progress in Photography, 1940-1950," a published survey of photographic achievement. The 464-page book was compiled by an editorial board of British, American, French and German scientists, under the direction of Dr. Douglas A. Spencer, a deputy managing director of Kodak Ltd.

The eight EK contributors are: Dr. Walter Clark, Glenn E. Matthews, William F. Walker, John I. Crabtree, Henry C. Staehle, John M. Calhoun, Robert A. Morris and William F. Swann.

Rose's Company Sets Two Films

Coronado Productions will make two pictures this summer, it was disclosed here following the return to London of David E. Rose, Coronado executive producer. The first, "Saturday Island," will star Linda Darnell. Stuart Heisler will direct. The second, as yet untitled, will star Ray Milland.

Breakston Extends Distribution Setup

The Breakston Company, releasing organization in Japan, is expanding operations and will establish 10 exchanges covering the entire country within the next month, George Breakston, president, announced here yesterday.

Breakston, who is also head of Breakston-Stahl Productions, formed his releasing organization in Japan last year, while producing "Tokyo File 212," and preparing "Fate." Breakston is handling the release of Lippert films in Japan, the Cisco Kid films and a number of other independents. The company said it guarantees a minimum of 500 playdates in Japan, with a maximum of 1,000.

"There are approxmately 1,200 motion picture theaters in Japan," Breakston pointed out. "Ardent film fans, there is always a line outside of a Japanese theater at night. This prevails even for Japanese pictures, but they infinitely prefer American pictures."

Arrangements for the expansion program will be completed when Breakston flies back to Japan on April 29.

Shooting on the second Breakston-Stahl production, "A Night in a Geisha House," will start in Tokyo on May 20. The American release of "Fate" is now being negotiated in New York. "Tokyo File 212" is being released by RKO in the United States.

RKO's Canadians To Honor Boasberg

RKO Radio's Canadian districts has set aside a two-week selling period to honor Charlie Boasberg, its division chief. The period, to be known as the "Charles Boasberg Appreciation Weeks," will commence on May 4.

To Stress Disney Shorts During Depinet Drive

A nation wide sales campaign during May on Walt Disney short subjects has been made a phase of the current "Ned Depinet Drive," Sidney Kramer, RKO Pictures short subjects sales manager, has announced.

Spearheaded by "Beaver Valley," recent Academy Award winner, RKO branches are setting up quotas aimed to secure a record number of cartoon playdates in May.

Fellows Is Named Broadcasters' Head

WASHINGTON, April 9.—Harold E. Fellows, New England director for Columbia Broadcasting System, has been named the new president of the National Association of Radio and Television Broadcasters. He will take office on June 4, succeeding Justin Miller, who will become chairman of the board of the association. Miller was also head of the organization under its old name, the National Association of Broadcasters.

'Five' to Open New House

Columbia Pictures' "Five," a story of the last five people on earth, will have its world premiere Wednesday, April 25, opening the new Holiday Theatre (formerly the Gotham) at Broadway and 47th Street. It was produced directed and written by Arch Oboler.

Crescent

(*Continued from page* 1)

for new construction placed in the decree for the purpose of preventing Crescent monopoly, and now is taking the opposite position that the clause did not have the effect." He could not understand how "compliance with the decree can be construed as contempt of the Court." He stated that in all instances where Crescent had been in actual violation of the decree correction has been made by the defendant.

Motions filed by the defendants to dismiss all criminal and civil contempt cases against Crescent, Rockwood Amusements, Muscle Shoals Theatres, Cherokee Amusements, Louis Rosenbaum, Kermit C. Stengel and R. E. Baulch were set for hearing by Judge Davies on June 1.

Charges that Crescent, Rockwood, and Cherokee have failed to divest themselves of financial interests in other companies and that Stengel has continued to hold certain official titles and theatre stock were also dismissed. George H. Armistead Sr. represented the defendants.

Would Cut Limit

(*Continued from page* 1)

20th Century-Fox Attorney Kenneth Royall, said that while it "may be desirable to enact a Federal uniform statute of limitations, "six years is much too long and the period should be held to three years. It also opposed making the six-year statute retroactive as the bill proposes.

Royall appeared at the hearings today to read a slightly different statement from the one filed with the Committee. But by the time he was reached, Committee members had to leave for the House floor, and he agreed to return Wednesday to read his statement and answer questions.

Distribution on Hand

Indication of the distributor interest in the question was the turnout of industry officials at the hearings. Included in the audience were 20th-Fox president Spyros P. Skouras, MPAA vice-president Joyce O'Hara, MPAA officials Cecil Dickson and Jack Bryson, John Caskey and Otto Koegel of 20th-Fox, Adolph Schimel of Universal, Louis Phillips of Paramount, Sidney Schreiber of the MPAA and Compton Timberlake of RKO.

H. Graham Morison, Assistant Attorney General in charge of the anti-trust division, supported the six-year statute as "entirely reasonable." He hailed the volume of private anti-trust suits now being brought, declaring that "private litigation is just starting to help us" and that "it has been especially effective in the movie industry." Morison said distributors were being forced to proceed with "great caution" in working out new trade practice patterns because of the threat of private anti-trust suits.

The Judiciary Committee reported out the same bill in the last Congress, with practically no industry attention. Apparently the film lawyers now feel the bill stands a better chance of enactment and are swinging into action.

The National Association of Manufacturers urged a two-year limit, while the American Bar Association urged a four-year statute.

The MPAA statement filed with the Committee said a key argument for a six-year statute is that it takes longer than that to adequately prepare an anti-trust suit. The statement pointed out that in order to commence an action, the plaintiff does not need to know the entire complex background but just enough to state a cause of action.

It also emphasized that the statute of limitations is suspended during the pendency of a government suit, and that private litigants can wait until the government suit is completed and then several years more, depending on the state statute, before bringing their suit.

MPAA also emphasized the uncertainty of the anti-trust laws, and that what is legal today may be illegal tomorrow. "Since the anti-trust laws are vague and since the treble damage features are extremely harsh, the period of limitations should be three years rather than six," it declared.

Drive-Ins Unite in Drive To Stimulate Patronage

Kentucky Drive-ins Going Full Blast

Louisville, April 9.—Practically all of the drive-in theatres in the state are now open and running regular schedules, giving most the earliest opening dates in their history. As a general rule the drive-ins do not start opening until April 1 or after; however, it appears they keep moving the dates up, and if the earlier opening schedules keep applying, it probably will not be long before they will be year-round operations.

Local cooperative efforts of competitive drive-in theatre operators in an area to work for their mutual economic benefit, and for other facets of business advancement, are growing.

In what was described as an unusual move but one which local theatremen regard as highly sensible the six drive-ins in Atlanta have buried the hatchet of rivalry and joined forces to bring out more trade. Chiago area drive-ins last week started a mutual-aid development.

In a series of newspaper advertisements, Atlanta's the Bankhead, Peachtree, Piedmont, Roosevelt, Starlight and Steward Ave. are extolling the virtues of their type of theatre and inviting the public to visit any or all of them. All are operated by several different managements.

The group has also launched a radio program offering prizes for drive-in contestants. Among the advantages cited by the outdoor theatres are relief from parking problems, ability to dress as one pleases, enjoy smoking, cold drinks and food, and free admission for children.

The newly-formed Chicago Drive-in Association, composed of the 11 Chicago area drive-ins will begin a saturation radio campaign on April 13 on all Chicago radio stations. The campaign will consist of spot announcements and singing commercials urging people to attend drive-ins. A week later the Association will begin a campaign of cartoon trailers promoting drive-ins on Chicago's four television stations.

UA Drive

(*Continued from page* 1)

ence with all branches to coordinate the drive. Immediately after the company's convention in Chicago on May 4-6 he will leave for a swing around the country to discuss its progress and developments with branch and district managers.

The Sears drive was opened on April 1 in the U. S. and Canada, and extends through June 2. Prizes totalling $10,000 will be awarded in the sales effort, which is for both billings and collections. Special prizes will be awarded Canadian exchanges.

UA Books Stillman Film Into Globe

United Artists' "Try and Get Me," formerly titled "The Sound of Fury," will have its New York premiere next month at the Globe theatre, it was announced yesterday by William J. Heineman, U.A. distribution vice-president.

The picture is by Robert Stillman's first independent venture since leaving the Stanley Kramer organization and was adapted for the screen from his own novel by Jo Pagano. Directed by Cyril Endfield, the film's players include Frank Lovejoy, Lloyd Bridges, Richard Carlson, Katherine Locke and Adele Jergens.

Industry to Fight

(*Continued from page* 1)

and selective service officials in calling up reservists and drafting new individuals. But it has never been any help to the film industry in getting deferment of its workers for the simple reason that it was the less important list of the two.

The more important list was the list of critical occupations. In order to be deferred, a worker not only had to be in an essential activity but also in a critical occupation. And the list of critical occupations never had any skills from the film industry.

Radio, Video Dropped

Accordingly, the original list of essential activities issued in August was a meaningless one. It had just about every activity in the country. It was bound to be trimmed, and the Commerce Department did that over the weekend. The film industry can't say it was discriminated against, because radio, television, printing and other media were also dropped.

Top industry officials realize that they never got any manpower help from being on the essential activities list. What has them worried is that the essential activities list may be used for purposes other than manpower. In announcing the new list Sunday, Commerce Secretary Sawyer specifically said that it was a manpower list only, and would have no bearing on rating among industries for materials and other matters. But the industry is afraid this may not always be true, and hence the appeal.

MPAA officials are working on the appeal now, and hope to have it submitted by the end of the week.

Coast Selected for Equipment Meet

HOLLYWOOD, April 9.—Members of the Theatre Equipment and Supply Manufacturers Association have voted Los Angeles as the site for the 1951 convention. The Theatre Equipment Dealer's Association also made the same choice. Therefore, the joint conventions of TESMA and TEDA will be held at the Ambassador Hotel in Los Angeles on Oct. 11-13. Both associations have contemplated holding their conventions on the Coast for several years due to the requests of West Coast members, said Roy Boomer, TESMA secretary. Ray Colvin, executive director of TEDA, is expected on the Coast about June 1 when he and Boomer will make all final arrangements. Due to NNA restrictions it is planned to streamline the conventions with more time being devoted for the entertainment of delegates.

Oscar Neu, TESMA president, reveals that he would not be a candidate for reelection this year. Neu has served the association for the past 18 years, 13 years as secretary and six as president, and feels someone should suceed him. Ballots for election of all officers and board members will be mailed to TESMA members in the near future and the results will be made known at convention time.

Whether this year's joint convention of TESMA and TEDA will be accompanied by an equipment exhibit has not yet been definitely determined, according to Neu. Because of National Production Authority controls, a majority of the membership voted several months ago against holding a TESMA trade show in 1951.

FWC Accepts New Terms for Janitors

HOLLYWOOD, April 9.—A new contract between Fox West Coast Theatres and janitors employed by the American Building Maintenance Co., which serves the circuit's houses, was approved here over the weekend after the theatre janitors staged a five-hour walkout on Saturday.

The walkout was staged while FWC executives studied the terms agreed to Friday night by the janitors and ABMC. The new terms entail an increase of eight cents an hour and 27½ cents payment into a welfare fund. It is estimated it will cost FWC about $130,000 annually.

Carnegie Is Named Eagle Lion Manager

LOS ANGELES, April 9.—Richard Carnegie has been promoted from salesman to manager of the local Eagle Lion Classics exchange.

Bernard Kranze, ELC distribution vice-president, at the same time announced the following promotions and changes in personnel in the local branch of the company. Stanley Lefcourt, former salesman, takes over as sales manager under Carnegie. Jack Katz, salesman, goes from the San Franciso branch to Los Angeles while William Wasserman has been taken on as a salesman in the local branch.

U-I Promotes U. S. Bonds

Universal-International in cooperation with the U. S. Treasury's Savings Bonds Division, has prepared a special three-color poster to promote the sale of U. S. Defense Bonds in connection with "Up Front."

A prominent exhibitor paid us the kind of compliment that means most to us when he put it this way:

"Like most of the exhibitors I know, the trade papers I really read are Quigley publications —because I have solid confidence in them."

The "solid confidence" of the industry.....we firmly believe that to be the greatest asset that any trade publication can possess. That has been the unswerving aim of Quigley Publications for more than a third of a century.



ROCKEFELLER CENTER
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QUIGLEY PUBLICATIONS

MOTION PICTURE HERALD • MOTION PICTURE DAILY

BETTER THEATRES • THEATRE SALES

MOTION PICTURE ALMANAC • FAME

N. Y. Grosses

(Continued from page 1)

$120,000 for a fifth week, is bringing in "Father's Little Dividend" on Thursday despite an excellent run. The five-week gross for "Wedding" will be around $718,000.

At the Paramount "The Lemon Drop Kid" and Billy Eckstine on stage are expected to bring in $55,000 for a third final week—also good business. "The Mating Season" will open there tomorrow; Mel Torme heads the stage show.

Tops among the openers is "I Can Get It for You Wholesale," with a first week estimate of $92,000, which is better business than the Roxy had during the holiday. A musical revue is on the stage.

Also going great guns are "Kon-Tiki" at the Sutton and "Tales of Hoffman" at the Bijou. The former is racking up $18,000 equal to the opening week of "Quartet" at the same stand. "Tales" will take in around $16,000 for its first week on a two-a-day, reserved seat policy run; seats are reported sold out in advance of each performance.

Other newcomers are "The Man from Planet X" at the Mayfair, where nearly $20,000 is due for the first week, and "The Great Missouri Raid" at the Globe, which is expected to bring in around $14,000 for the first week.

Business at the Strand and the Capitol is only so-so for stage show houses; "Soldiers Three" is expected to draw a mild $30,000 for a second and final week at the Capitol, while the Strand, with "Lullaby of Broadway," reports the same, $30,000 for its second week. "The Invisible Man" and Gypsy Rose Lee on stage bow in at the Capitol on Thursday, and on Friday, the Strand will open with "Only the Valiant."

"Born Yesterday" is still a pace-setter at the Victoria," moving up to a fine gross of $27,000, for its 16th week. Also holding up at the box-office is "Up Front" at Loew's State, with a substantial $23,000 coming in for a third week.

"Rawhide" is holding up fairly well at the Rivoli, with $16,000 estimated for a third week. "Prince of Peace," a special Easter offering at the Criterion, is concluding an excellent three-week stand with about $12,000 due. A pair of reissues, "They Got Me Covered" and "Up in Arms," will open there on Friday.

"Odette" is continuing at a lively clip with the Park Avenue reporting $10,500 for a second week ending last night. It will hold over.

"Cyrano de Bergerac" does not seem to have suffered by its moveover from the Bijou to the Golden, with a gross of $9,000 forecast for the first week there of its extended two-a-day run.

'Trio' Drew 244,278 To 550-Seat Sutton

Paramount's "Trio," which last week closed a 26-week engagement at the 550-seat Sutton Theatre in New York, set a record attendance figure of 244,278, with grosses ranging from $20,000 for the opening week to $7,000 for the final week, according to Clem Perry, executive director of Rugoff and Becker Theatres.

$30,000 at Chicago

CHICAGO, April 9.—The Chicago Theatre, with "Lullaby of Broadway" on screen and Josephine Baker on stage, grossed $30,000 over the weekend and will hit a first week figure of $60,000, according to Ed Sequin, house's publicity director.

Hollywood 'Red' Probe

(Continued from page 1)

House will be voting on amendments to the draft bill from 11 o'clock on, and the committee will have a hard job meeting. It wants to finish with Hayden tomorrow, and it now plans to run from 10 A.M. to 11 A.M. and then, if it hasn't finished, to have a night session.

Other witnesses scheduled for Wednesday and later include several persons who have already said they will not cooperate with the committee. The complete witness list released by the committee for the balance of the week is as follows: Marc Lawrence, Meta Reis Rosenberg, Will Geer, Richard Collins, Harold Buchman, Waldo Salt, Victor Killian, Fred Graff, Robert Lees, Ann Revere, J. Edward Bromberg, Sam Moore, and Paul Jarrico. The committee said the listing was without regard to order of appearance.

Brewer to Attend Hearings

HOLLYWOOD, April 9.—Roy Brewer, IATSE international representative, left here by plane today for Washington where he will attend the House Un-American Activities Committee hearings as an observer.

'Unfriendly' Witnesses Not Expected to Be a Problem

WASHINGTON, April 9.—Top industry officials are understood here to feel that dealing with employes who refuse to cooperate with the House Un-American Activities Committee will not be nearly as much of a problem this time as in 1947.

That's because an informal check of all subpoenaed witnesses who might conceivably be "unfriendly" to the Committee indicates that none is under contract to any Hollywood studio at present.

In 1947, five or six of the "Unfriendly Ten" had contracts, and the industry had to fire them and run into lawsuits such as the one filed by Lester Cole. This time, if the informal check is true, the studios will merely "not hire" any "unfriendly" witnesses, and will not have to go through the public announcement of breaking a contract.

Many of the "unfriendly" witnesses this time either have not been active in films for some time or are freelancing at different studios. Both Howard Da Silva and Gale Sondergaard, the two witnesses who have so far refused to answer Committee questions, are without a contract with any studio.

The real problem, officials indicate, will be what to do about those workers like Larry Parks who admit past Communist activity. Industry spokesmen are said to feel the policy here will be to allow some time to elapse and then see how the public is reacting. Congressional reaction so far has indicated such witnesses should be aided by the industry so that others will come forward and cooperate with the Committee. However, there is still fear in some quarters of a public boycott of films with these workers.

Outlook Changes for 'Red' Confessors

WASHINGTON, April 9.—The road ahead for film industry workers who admit past Communist affiliations and cooperate with the House Un-American Activities Committee may be rougher than was originally expected.

The initial reaction to Larry Parks' testimony was highly favorable on Capitol Hill, with Republican members Potter and Velde praising the actor. It was expected this might make it easier for the actor to continue his film career.

But now Rep. Velde said his mail lately had been severely critical of his praise of Parks, almost unanimously so, and that he would propose that Parks be recalled when the Committee resumes hearings tomorrow.

Florida Again Bids For Film Studios

Tallahassee, April 9.—Governor Fuller Warren has urged the Florida Legisture to submit a constitutional amendment to the voters which would exempt motion picture studios in Florida from state taxation.

The measure would replace a similar one adopted in 1934 and which expired in 1948.

Smith to Tour

(Continued from page 1)

with branch managers on the line-up of product scheduled to be released through the fall. He will hold division meetings as well as individual branch office conferences.

The first conference will be in Chicago on Thursday and Friday. Attending will be Central division head Ray Moon and branch managers Tom Gilliam, Chicago; Joseph B. Rosen, Cincinnati; I. J. Schmertz, Cleveland; J. J. Lee, Detroit, T. O. McCleaste Indianapolis; Al Levy, Pittsburgh; Jack Lorentz, Milwaukee.

Smith will leave for Seattle on Saturday to confer with Chilton Robinett and Charles F. Powers, managers of the Seattle and Portland exchanges, respectively. Joining this conference will be J. E. Patterson of Vancouver. Also present at the meeting will be Herman Wobber, Western division manager and Bryan D. Stoner, assistant division manager.

Next Thursday, Smith will meet at the San Francisco office headed by Alex Harrison and on Thursday and Friday of that week will confer with the remainder of the Western division branch heads in Los Angeles. These include Clyde Eckhardt, Los Angeles; V. J. Dugan, Denver; Charles L. Walker, Salt Lake.

Smith's further schedule, to be announced later, will take him on a swing back east through the Southern territory.

Chicago Tax Down

CHICAGO, April 9.—City of Chicago amusement tax collections continued their downward trend again last month. Total theatre amusement tax collection for March, 1951, was $94,-212 as compared with $124,047 for March, 1950.

'Valentino' in Person

ALBANY, N. Y., April 9.—Film stars Anthony Dexter and Patricia Medina will make personal appearances at Fabian's Palace here Wednesday afternoon and evening for the upstate premiere of Columbia's "Valentino." Dexter plays the title role.

'Season' Hits $40,000

CHICAGO, April 9.—Paramount's "The Mating Season" grossed $40,000 the first week at the Oriental Theatre here. Harold Costello, house manager, inserted an announcement in local newspapers backing the film with a money-back guarantee.

Industry Dinner to 'IA's' Walsh Tonight

Motion picture executives from the New York Metropolitan area will attend a formal dinner tonight at the "21 Club" honoring Richard Walsh, IATSE international president, for his work in behalf of the Will Rogers Memorial Hospital. Host is the sales managers' committee of the hospital fund.

Toastmasters

Toastmaster will be the Will Rogers Hospital president, R. J. O'Donnell, and included among the speakers will be Robert Mochrie, Abe Montague, Dr. Edgar Mayer, Spyros Skouras and Si Fabian.

Acceptances have also been received from the following: Barney Balaban, Harry Brandt, William Brandt, Steve Broidy, Dr. Henry Brown, Max Cohen, Jack Cohn, Al Daff, George Dembow, Ned Depinet, Oscar Doob, Robert Dowling, Russell Downing, Norman Elson, Charles Feldman, Ben Fielding and Emanuel Frisch.

Also, Pete Gage, Maurice Goldstein, James R. Grainger, Harry Hecht, William J. Heineman, William Howard, Harry Kalmine, David Katz, Stanley Kolbert, Bernard Kranze, William MacMillen, Maurice Maurer, Mitchell May, Jr., Maurice Miller, Charles Moss, John Murphy, Harvey Newins, Gene Picker and William Raoul.

Others Attending

Also, Walter Reade, Jr., Charles Reagan, Irving Renner, Harold Rinzler, Sam Rinzler, Herman Robbins, Sam Rosen, Edward Rugoff, Fred Schwartz, Sol Schwartz, Al Schwalberg, Joe Seider, Thomas Shea, George Skouras, Spyros Skouras, Jr., Ray Smith, Wilbur Snaper, Frank Walker, Murray Weiss, Robert Weitman, William White, Israel Zatkin, Edward Hyman, Andy Smith, Jr., Marc Wolf and Ben Kalmenson.

Colosseum Talks Reopen

MINNEAPOLIS, April 9.—The Colosseum of Motion Picture Salesmen and the distributors' negotiating committee resumed new-contract talks here today, with only minor points being assayed. David Beznor, Colosseum general counsel, said he expected the conferees would get down to the main points of the disputed provisions for a new union contract in tomorrow's meeting.

Variety Installs Levy

HARTFORD, April 9.—Herman M. Levy has been installed as chief barker of Tent No. 31, Variety Club of Connecticut. Other officers are: Ben Simon, first assistant chief barker; George H. Wilkinson, Jr., second assistant; Sam Germaine, dough guy; Henry Germaine, property master.

Charges FCC Wants 'Power to Punish'

WASHINGTON, April 9.—Radio and television broadcasters indicated here today that they are not any happier with the Federal Communications Commission these days than are film companies.

Justin Miller, president of the National Association of Broadcasters, said the Commission is "showing a keen desire for power to punish and discipline broadcasters even beyond the punishment and disciplines now used." He said the Commission has asked Congress for the power to assess fines in addition to issuing cease-and-desist orders and to determine the guilt of broadcasters for anti-trust law violations "by the use of administrative techniques of prosecution and conviction so far unkonwn to our system of law, and in violation of most of the constitutional guarantees of fair trial and due process."

These charges referred to remarks by FCC Chairman Wayne Coy in support of a bill to overhaul the Commission's licensing procedure. Miller himself was testifying on a bill which would make it a criminal offense to use radio or television to sell goods fraudently. Not only would the advertiser be guilty, but so would the broadcaster if he "knowingly" broadcast such advertising.

FCC General Counsel Benedict P. Cottone told a House Judiciary subcommittee that this provision is needed to police the few stations which do broadcast fraudulent advertising. Both he and Miller admitted such advertising was on the increase. Miller made several objections, and urged that the bill be confined to the advertisers and not the broadcasters.

Services for Kellogg

ATLANTA, April 9.—Services will be held here tomorrow for Gideon Paul Kellogg, 55, an accountant with RKO Service Corp. in New York for 21 years. Kellogg collapsed and died in the offices of the American Arbitration Association there at the weekend. He was at an arbitration hearing concerning his discharge from the company last September.

Rites for Berliner Today

Services for Charles (Pop) Berliner, veteran film salesman, will be held here today at Riverside Memorial Chapel. Berliner, who died on April 7, was one of the originators of the Motion Picture Salesmen Club which later became the Variety Club Tent of New York City.

McPeake Injured Fatally

Joseph McPeake of the staff of Sargoy and Stein died at Roosevelt Hospital over the weekend following an automobile accident. He is survived by the widow, his father, four sisters and two brothers.

Mother of P. G. Perakos

HARTFORD, April 9.—Mrs. Peter G. Perakos, wife of the head of the Perakos Theatre Circuit, New Britain, Conn., is dead.

'Samson' to Berger

MINNEAPOLIS, April 9. — Ben Berger's Gopher Theatre has been awarded first run of Paramount's "Samson and Delilah" on the film's general release here. Berger outbid Minneapolis Amusement for the film.

TOA, COMPO Optimistic

(*Continued from page* 1)

on the TOA board meeting which was held in Washington last week.

Commenting here yesterday on the meeting, Sullivan termed it "one of the most constructive" in the history of TOA. He credited board chairman Mitchell Wolfson with having done "a good job" in lining up the TOA directors behind COMPO.

At its final meeting session on Friday, the board signified unanimously its approval of the proposed regional representation plan for the COMPO executive committee. Thus, the tenth and final ratification was recorded to make unanimous the vote of the original COMPO charter members in behalf of the new arrangement.

Neither Sullivan nor spokesmen for COMPO would conjecture yesterday on how long it would take for the uncommitted TOA units to climb aboard the COMPO bandwagon. However, Sullivan reminded that the boards of most of the units will meet during the next month, and added that is was possible action on the COMPO question would be taken at those parleys.

Meanwhile, according to the admission of a COMPO spokesman here, the agency's treasury does not at present contain the funds necessary for carrying out in the near future any of the bigger public relations efforts indicated in COMPO's blueprint.

Were the 19 TOA units to continue for any great length of time to remain aloof from the Council this could be a blow to finances as well as to morale. Many industry observers still believe COMPO will stand or fall on the decisions to be made regarding it by the 19 TOA units. Without these units the Council, it is pointed out, the agency would hardly have an "all-industry" status.

It is expected, therefore, that COMPO will continue to postpone plans for its "bigger" projects. Hence, until the hesitant TOA units act, such projects as a Film Festival and a Star-Makers Contest may gain little headway beyond straight planning.

Sullivan, chairman of the COMPO seminar committee, could not say yesterday whether industry seminars would be held on the Coast next month as had been planned tentatively. Additional preparations appeared to be needed.

None of the 19 TOA units are "hostile" toward COMPO, it was pointed out. Up to now only "apathy" has been manifested among them, according to spokesmen for both TOA and COMPO. In the case of Southern California Theatre Owners Association, if COMPO could contribute to correcting its members' trade practices problems—something COMPO is powerless to do—that Coast organization would not have turned its back on the Council, it was said. Trade practices are excluded from COMPO's ambit, and SCTOA is at present wholly preoccupied with trade practices difficulties, according to its top officers.

Lasky to Tour Key Cities for 'Caruso'

Jesse L. Lasky, associate producer of M-G-M's "The Great Caruso," will tour seven cities in advance of the picture's opening.

Lasky will be joined by M-G-M's local field press representative and screenings will be held for newspaper critics, music editors and radio commentators, followed by a luncheon or dinner. Lasky will arrive in Pittsburgh tomorrow and will go on to Cincinnati, Kansas City, St. Louis, New Orleans, Houston, and then to San Francisco on April 26, where the tour will end.

NCAA Meeting Delayed

CHICAGO, April 9.—The National College Athletic Association committee meeting here was postponed. The committee was to consider proposals by TV networks for experimental "live" telecasting of college football games next fall and to consider other experimental video subjects such as theatre television, Phonevision, Skiatron, and post-season games. The meeting was postponed because the committee was not prepared at this time to act.

TOA to Cite

(*Continued from page* 1)

day to inform him of the violations.

Sullivan charged that the NPA theatre construction order, issued to conserve materials in view of the Korean situation, is being violated principally through the withholding of information from the declarations which theatres must file with the government when repairs and construction work are intended.

Kills Bill to Extend NY Tax Moratorium

ALBANY, N. Y. April 9.—Governor Dewey, on the recommendation of the state comptroller, vetoed a bill which would have continued until July 1, 1952, the temporary suspension of the power of cities with less than 25,000 population to impose an admissions tax of five per cent. The present moratorium expires on June 30.

The governor signed another bill continuing the temporary suspension of the power of "all units of local government" to impose a business and financial tax, excepting those now using such a tax. Rochester now collects this tax.

Would Tap TV to Aid Education

WASHINGTON, April 9.—Rep. Celler (D., N. Y.), has introduced a bill to require commercial television stations to devote at least 25 per cent of their operating schedules to non-commercial educational programs.

Celler said he thought this a better plan than setting aside 25 per cent of the TV stations for non-profit educational use, since the commercial stations could do a more polished job of using the channels.

London Variety Fund

LONDON, April 9.—The Variety Club of Great Britain, Tent No. 36, has raised £2,450 ($6,860) for its under privileged children's charity, the Sunshine Homes for Blind Babies. The money was raised by members' subscriptions at a recent luncheon here.

ACT, Rebuffed, Hits UK Film Financing

LONDON, April 9.—The Association of Cinematograph and Allied Technicians, Left-wing studio union which originated the idea of a government bank for film production financing, now has turned on the outgrowth of that idea, the government's National Film Finance Corp. with a wholehearted broadside against the latter's policy and practice.

The development derives from the decision of James H. Lawrie, NFFC head, not to lend ACT any more government money for its cooperatively made films. The union's first production, "Green Grow the Rushes," was completed at a cost of about $275,000 and its distributor, British Lion, which also is indebted to NFFC, has been unable as yet to arrange a circuit engagement for it.

ACT took its case to Harold Wilson, president of the Board of Trade, who backed up Lawrie in the decision not to treat ACT any differently than other borrowers from NFFC. In other words, ACT must find a distribution guarantee or private finance before it gets another loan from NFFC.

Say Rank's G-B May Resume Dividends

LONDON, April 9.—The financial position of J. Arthur Rank's Gaumont-British Picture Corp. at the end of nine months of the current fiscal year shows sufficient improvement to indicate the possibility of a resumption of dividends on the ordinary shares.

The company's fiscal year ends June 30. Twentieth Century-Fox has a substantial interest in the company, which operates 240 theatres.

It is understood, however, that declaration or otherwise of a G-B dividend will be conditioned by the year-end results of the sister company, Odeon Theatres, in which United Artists holds a large interest. The latter company, while showing some improvement, is regarded as less likely to resume dividend payments this year on its ordinary stock than is G-B.

Mexican Filming To Await Labor Terms

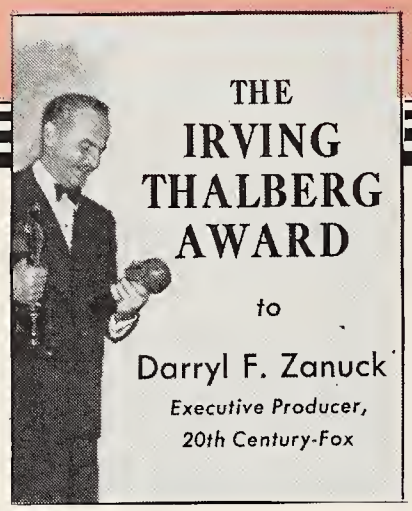
MEXICO CITY, April 9.—Production of new pictures here is suspended because of the approaching deadline for demands for labor contract revisions which are certain, producers believe, to feature wage increase clauses. Producers are holding off starting pictures until they know just how much more labor will cost.

Work continues on pictures begun some time ago, with the unionists permitting those productions to be finished at their current wage scales. Trade opinion is that the unions will win a pay hike but there will be no strike.

Tischendorf Arrives

Herbert Tischendorf, head of Herzog Films in Germany and distributor of Samuel Goldwyn product there, has arrived here over the weekend with Mrs. Tischendorf and Leo J. Horster, Goldwyn's representative in Germany, for conferences with Alfred Crown, Goldwyn Productions vice-president. The visitors will leave shortly for the Coast for additional meetings.

"FOR CONSISTENT, HIGH-QUALITY PRODUCTION FOR THE PAST 3 YEARS!"



THE
IRVING
THALBERG
AWARD

to

Darryl F. Zanuck
Executive Producer,
20th Century-Fox

MR. ZANUCK's production program for 1951 is even more ambitious and strives for even higher quality than in the past three years that earned him this coveted award. The following pictures are now in your exchanges and are available for booking. They merit your very earliest viewing.

HALLS OF MONTEZUMA TECHNICOLOR	CALL ME MISTER TECHNICOLOR	THE MUDLARK	BIRD OF PARADISE TECHNICOLOR
I'D CLIMB THE HIGHEST MOUNTAIN TECHNICOLOR	THE 13th LETTER	YOU'RE IN THE NAVY NOW	I CAN GET IT FOR YOU WHOLESALE
FOLLOW THE SUN	14 HOURS	ON THE RIVIERA TECHNICOLOR	RAWHIDE



and Coming in September

DAVID AND BATHSHEBA

Technicolor!

There's No Business Like 20th CENTURY-FOX *Business!*

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 69 NEW YORK, U. S. A., TUESDAY, APRIL 10, 1951 TEN CENTS

TOA, COMPO Optimistic On Hold-Outs

Sullivan Today Will Urge Units to Back the Council

Optimism was evident yesterday at the headquarters of both the Council of Motion Picture Organizations and Theatre Owners of America that most or all of the 19 TOA units which have been standing apart from COMPO would "join up" in the reasonably near future.

With TOA on the national level committed to COMPO, and with nine of the exhibitor organization's 28 regionals also lined up behind the all-industry agency, Gael Sullivan, TOA executive director, will recommend in messages to be sent today to the 19 other units that they indicate their support of COMPO as soon as possible.

Sullivan's recommendation will be included in a report to the regionals

(*Continued on page 7*)

UA Drive Post To Youngstein

Max E. Youngstein, United Artists advertising-publicity vice-president, has been assigned to "captain" the "Grad Sears Drive" currently in progress, it was announced by William J. Heineman, distribution vice-president.

Heineman said, "With Youngstein actively participating in all phases of this sales push, I am confident that branches throughout the country will benefit directly."

Youngstein will be in correspond-

(*Continued on page 4*)

TOA to Cite NPA Violations to US

Manly Fleischman, enforcement chief of the National Production Authority, on Thursday will be confronted with a brief citing at least 50 violations of the NPA order limiting theatre construction and repairs to the expenditure of $5,000 by each house.

Gael Sullivan, executive director of the Theatre Owners of America, said here yesterday that he will visit Fleischman in Washington on Thurs-

(*Continued on page 7*)

TOA Meets FCC's Coy Tomorrow

Washington, April 9.—Spokesmen for the Theatre Owners of America will meet with Federal Communications Commission chairman Wayne Coy Wednesday morning in an effort to get clarification of the exhibitor's status under the recent FCC licensing policy. The TOA delegation will consist of executive director Gael Sullivan, TOA television consultant Nathan Halpern and television attorney Marcus Cohn.

Grosses Taper Off At NY 1st-Runs; New Product Bows

Business at New York first-runs is tapering off as a number of theatres are moving in new shows to replace Easter bills and other grosses are dropping down to normal size following the holiday season.

Two houses, Radio City Music Hall and the Paramount, are still doing excellent business with holdover product but previous schedules make changes necessary.

The Music Hall, where "Royal Wedding" and the Easter show on stage are expected to draw a splendid

(*Continued on page 6*)

Probe of Hollywood 'Reds' on Today; Ban Newsreels, TV

WASHINGTON, April 9.—The House Un-American Activities Committee has tentatively scheduled 14 witnesses to testify this week in connection with its new hearings on alleged Communist activities in Hollywood. The only witness scheduled for tomorrow when the committee resumes after a two-week recess, is actor Sterling Hayden. Committee officials said they expected him to be a "cooperative" witness.

As of now, the committee decision is against television or newsreel cameras at the hearings. However, committee officials said they are under terrific pressure to permit them, and that this ruling might be changed any time.

The committee is talking about a possible night session tomorrow. The

(*Continued on page 6*)

Smith to Tour Key 20th-Fox Exchanges

Long-range distribution plans for the 20th Century-Fox sales organization will be discussed at a series of round-table conferences to be held nationally during the next three weeks by Andy W. Smith, Jr., sales vice-president.

Smith will leave tomorrow night on a swing around the country to meet

(*Continued on page 6*)

U. S. Harasses Crescent, Court Says

Dismissal Actions All Based on 1939 Decree

NASHVILLE, April 9. — "This seems to be a procedure to harass the defendant," declared Judge Elmer D. Davies, in U. S. Circuit Court in dismissing several complaints against Crescent Amusement Co. and its affiliates of failing to comply with the government's anti-trust decree of 1939.

The complaints dismissed complained the defendants "are discouraging competition by obtaining court permission to construct new theatres which they failed to construct."

Pointing to the fact that the decree does not specify the time to be allowed for building any theatre authorized by the Court, Judge Davies remarked that "the Government had the clause requiring court permission

(*Continued on page 4*)

MPA Would Cut Limit for Filing Anti-Trust Cases

Industry to Fight Non-Essential Rule

WASHINGTON, April 9.—The Motion Picture Association of America's decision to appeal the U. S. Commerce Department's action to drop the film industry from the list of essential activities is based on a very important reason—but it's not to save the industry's manpower.

The reason is to head off possible use of this action as a precedent for more important things later—such as the relative essentiality of different industries for getting priorities.

The list of essential activities was one of two lists issued by the government in August as a guide to military

(*Continued on page 4*)

WASHINGTON, April 9.—The Motion Picture Association of America went on record today before Congress in opposition to a bill that would give exhibitors and others bringing private anti-trust suits more time in which to file their suits.

The Association filed a statement with a House Judiciary sub-committee holding hearings on a bill to set up a uniform six-year statute of limitations on such suits. This means plaintiffs could have up to six years after they were allegedly injured in which to bring suit. At present, the matter is governed by state laws, and 29 states have statutes of five years or less, while only 19 have statutes of six years or more.

The MPAA statement, signed by

(*Continued on page 4*)

NEWS FLASHES

Washington, April 9.--Rep. Mills said he would ask the Ways and Means Committee to consider equalizing the tax treatment of conventional theatres and drive-ins.

Mills said he thought the Committee might be able "to pick up some revenue" by tighter tax treatment of drive-ins, along lines demanded by the TOA at its board meet.

•

London, April 9.--Mortimer Loewi of DuMont Television, who is visiting here accompanied by his associates, Andrew Yager and Sidney Justin, revealed that he is negotiating for 52 British features for U. S. television use. DuMont already has shown 26 British features on its network.

Personal Mention

MORRIS LOEWENSTEIN, president of Theatre Owners of Oklahoma, accompanied by MRS. LOEWENSTEIN, is in New York following the Theatre Owners of America board meeting in Washington. They will leave here by plane for Oklahoma City tomorrow.

•

MONROE GOODMAN, executive assistant to A. W. SCHWALBERG, president of Paramount Film Distributing Corp., was married here Sunday to RUTH PEYSER. The couple will honeymoon in Bermuda.

•

PAUL RAIBOURN, vice-president in charge of television and budgets and planning for Paramount, yesterday addressed the Boston Security Analysts at a luncheon meeting here.

•

CHARLES P. SKOURAS, president of National Theatres, yesterday checked into Cedars of Lebanon Hospital on the Coast to undergo minor surgery Thursday.

•

CHARLES AMORY, head of Eagle Lion Classics foreign sales department, has left here for Pittsburgh and Washington.

•

ARTHUR ISRAEL, executive secretary to BARNEY BALABAN, president of Paramount Pictures, has left here for Minneapolis and Hollywood.

•

NORTON V. RITCHEY, president of Monogram International, has returned to New York from South America.

•

SI SEADLER, M-G-M advertising manager, returned here by plane yesterday from the Coast.

•

WALTER MIRISCH, Monogram-Allied Artists producer, has returned to the Coast from New York.

•

RUSSELL HOLMAN, Paramount's Eastern production head, has left here for a vacation in Southern Pines, N. C.

•

CHARLES SIMONELLI, Universal exploitation head, has left here for Florida.

•

ED GALLNER of M-G-M's Philadelphia field press representative, has returned there from New York.

•

CHARLES LEVY, Walt Disney's Eastern publicity director, leaves here today for the Midwest.

•

RICHARD THORPE, M-G-M director, has left here for London.

Lewis a Vice-president

In reporting here yesterday the appointment of David E. Diener as copy chief of Monroe Greenthal Co., replacing Roger H. Lewis, mention was inadvertently omitted of Lewis' recent promotion to vice-president of the Greenthal advertising agency. Lewis will coordinate and supervise the creative work of the agency in both the motion picture and general advertising departments under Monroe Greenthal, president.

Tradewise . . .

By SHERWIN KANE

THE board of directors of Theatre Owners of America ratified the proposed new organizational plan for the Council of Motion Picture Organizations at its Washington meeting last week, leaving TOA's position with respect to COMPO exactly where it has been for altogether too many months.

Lest the board's action be misinterpreted by the uninformed as putting TOA's membership behind COMPO, Mitchell Wolfson, board chairman, who presided at the meeting, reminded reporters that the ratification does not bind individual TOA units to support COMPO.

Had that point been emphasized as publicly last winter, COMPO might be much farther along in its work for the betterment of industry public relations and the stimulation of theatre attendance than it is today. Instead of marking time while TOA made up its mind just how it would like to see COMPO reorganized, and then devoting the time and effort to carrying out the reorganization to suit TOA, COMPO might have gone about its business immediately, leaving the stragglers and the malcontents to board the bandwagon as they saw fit.

After all the fol-de-rol and delay, that is exactly where COMPO stands today.

•

The least that TOA directors might have done in Washington, as a courtesy to COMPO, would have been to count noses at the board meeting and advise COMPO just what the prospects are of favorable or unfavorable action by the more than half of TOA's reluctant member units.

The men who head the local TOA units were present at the Washington meeting, for the most part. They know how they feel and how their units feel about COMPO. A dependable report could have been made on the spot and forwarded to COMPO as a basis for deciding without further delay whether the recalcitrants are worth waiting longer for or not.

Instead, the industry is reminded that TOA does not speak or act for its members and COMPO will have to continue waiting until the TOA member units, which already have taken more time for deliberation than any other components of COMPO, decide whether or not they like the reorganization that has been re-made to their specifications.

This in the face of the flat statement made by officers of Southern California Theatre Owners Association that they have no plans whatever to act on COMPO because they are taking "first things first." A revealing description of what COMPO means to that TOA unit.

Despite the optimism expressed in TOA and COMPO quarters here yesterday over the prospects of early and favorable action by the holdout TOA units, many in the industry do not share that optimism. They feel, rather, if TOA does not kill COMPO by vote or failure to vote, COMPO will die of exhaustion waiting at the altar for its obviously reluctant flower girls to put in their appearance.

World Premiere of 'Scarf' on April 20

The world premiere of "The Scarf," I. G. Goldsmith's story which reunites Mercedes McCambridge and John Ireland for the first time since their appearance in the Academy Award-winning "All the King's Men," will take place at Warner's Aldine Theatre, Philadelphia, on April 20, it was announced here by William J. Heineman, United Artists distribution vice-president. Produced by Goldsmith, "The Scarf" co-stars James Barton and Emlyn Williams.

Park Avenue Theatre Begins New Policy with 'The Scarf'

Inaugurating a new policy under which it will feature top American films, the Park Avenue Theatre here announces that "The Scarf" will be its next presentation, following the current showings of "Odette."

Lewis Named Compo Aide to Alicoate

Jack Alicoate, representative of the trade paper publishers on the executive committee of the Council of Motion Picture Organizations has appointed Charles E. (Chick) Lewis, editor and publisher of *Showmen's Trade Review*, as his alternate.

Lewis succeeds Martin Quigley, publisher of *Motion Picture Herald* and MOTION PICTURE DAILY, who served as alternate to Abel Green, editor of *Variety*, previous trade paper publishers' representative on the COMPO board.

Begins Gov't Film Series

Patriotic Films, a new producing firm headed by James Harper, is launching a series of film shorts entitled "Behind These Scenes," depicting U. S. government agencies.

Arnall Enters Talks Here on Italy Pact

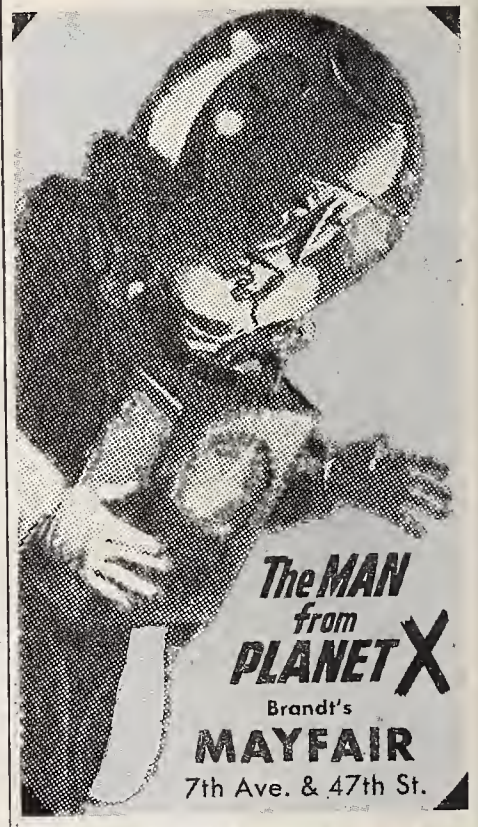
Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, yesterday joined in the meetings which have been going on in New York between representatives of the American and Italian industries preparatory to opening later the negotiation of a new Italo-American film agreement. The SIMPP president returned to New York yesterday from a sojourn in Atlanta.

William B. Levy and Alfred Crown have been representing SIMPP in the talks, which are scheduled to last another week at least. The Motion Picture Association of America has been represented by John G. Mc Carthy, MPAA foreign department chief, and George Weltner, A. Schneider and Phil Reisman.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Paramount presents THE MATING SEASON
starring GENE TIERNEY • JOHN LUND
MIRIAM HOPKINS • THELMA RITTER
JAN STERLING • A MITCHELL LEISEN Production
IN PERSON RAY ANTHONY • MEL TORMÉ HIS TRUMPET AND ORCH. plus PEIRO BROS.
Extra! LARRY STORCH
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly



Brandt's MAYFAIR 7th Ave. & 47th St.

"GUARANTEED TO PLEASE NOBODY BUT PEOPLE!"

"Will Do Nothing for Exhibitors . . . But Make Money!"

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National Pre-Selling

STARTING with the current issue of *Life*, M-G-M will appear in three consecutive issues with outstanding publicity breaks for its stars and forthcoming attractions. In the current issue, now on the stands, a double-spread in color appears for "Quo Vadis." In the April 16 issue, Esther Williams will appear on the cover, and with what they call "coverage" inside. For April 23 several pages of color on "An American in Paris" will feature Gene Kelly and Leslie Caron, the new French importation. Additionally, *Quick* magazine has a color picture of Debbie Reynolds and an inside story for teen-agers in its current issue.

•

A Coast-to-Coast tieup with Motorola, Inc., with both national and local advertising involved, will "plug" 20th Century-Fox's "Take Care of My Little Girl" which is to be released in August. Full-page color ads in *Life, Look, Saturday Evening Post, Woman's Home Companion, Coronet, Better Homes and Gardens*, and *Quick* will reach a total readership of more than 44,000,000. The tieup at the local level with thousands of Motorola dealers instructed to cooperate with theatres, involves counter cards, window displays, lobby exhibits, giveaways and other promotional material.

•

Arthur Murray Dance studios furnished a bevy of beautiful girls clad in colorful South Sea sarongs as part of the exploitation of "Bird of Paradise" at the Des Moines Theatre, Des Moines, and tipped a large-scale promotion stunt that will follow through other key cities. Radio station KSO and local newspapers went strongly for the stunt in Des Moines, which was promoted by Tony Abramovitch, manager of the theatre, and Jimmy Redmond, of Tri-States theatres.

•

The May issue of *Seventeen* magazine carries a full quota of film material, including an interview with Howard Keel, star of the upcoming M-G-M pictures, "Three Guys Named Joe" and "Showboat." It is the annual "It's All Yours" issue of *Seventeen*, which is written, illustrated and edited by the teen-agers themselves. The film reviews and feature articles, as well as the selection of M-G-M's "Theresa" as *Seventeen*'s "Picture of the Month" are entirely the ideas of the young staff.

•

Two full-scale tieups using Gene Tierney's endorsement of Lux Flakes and V-8 vegetable juice will gain free advertising for 20th Century-Fox's forthcoming Technicolor musical, "On the Riviera," in national magazines and key city newspapers, with a combined readership of 112,000,000 *from Coast to Coast. Ticup with Lux Flakes will have full-color ads in* American Weekly, Ladies Home Journal, Cosmopolitan, Modern Romances, True Experiences, True Love Stories, True Confessions, True Romances, Movie Story, Motion Picture, Modern Screen, Screen Stories *and* Radio and Television Mirror.

The V-8 tieup color pages are slated for Life, Ladies Home Journal, Better Homes and Gardens, *and Metropolitan Sunday comic sections.*

Review

"Goodbye, My Fancy"

(Warner Brothers)

THE familiar triangle of two men in pursuit of the same girl is treated in comic and sophisticated style in "Goodbye, My Fancy." The story pauses briefly and well-meaningly over a serious note on the responsibilities of alert democracy, but humor always is foremost. Joan Crawford has the lead in this breezy adaptation of the Broadway play, with Robert Young and Frank Lovejoy holding forth as her two admiring males. The film shapes up as reliable merchandise for almost any situation.

The comedy is set in motion when Miss Crawford, a chic congresswoman, accepts an invitation to return to her old Alma Mater to receive an honorary degree. It seems that 20 years previously she had been expelled from the college for staying out all night. The young man she had stayed out with is Young, now president of the school. Miss Crawford's return rekindles the old flame. Adding to the whirling complications is the fact that Lovejoy, a *Life* magazine photographer, is bent on winning Miss Crawford's hand. There ensues a spirited rivalry between the two men, with Eve Arden, secretary to Miss Crawford, sparking matters all along the line with her wry comments.

A crisis develops when the college's board chairman refuses to have shown at the school a film sponsored by Miss Crawford whose theme is the throttling of education in dictator countries. It is under this challenge that Young shows real moral courage. Despite his winning show of virtue, Miss Crawford, in the finale, decides that the man with the clicking lens is for her. Several little subplots and developments round out the film's lengthy 107 minutes. Henry Blanke produced and Vincent Sherman directed, from the screenplay by Ivan Goff and Ben Roberts.

Running time, 107 minutes. General audience classification. Release date, May 19.

MANDEL HERBSTMAN

A combined campaign to promote 20th Century-Fox's "I Can Get It for You Wholesale" is being used by Kress, Whelan and Union News throughout the country, to "plug" the 25-cent Avon edition of Jerome Weidman's novel. The first 200,000 copies of the reprint edition is now hitting book stores, drug stores, and other outlets, backed by special streamers, counter cards and theatre display materials. Offerings of the 25-cent edition are suggested as a department of "Theatre Sales" along with other theatre concessions.

•

Winners of the Universal-International, Modern Screen *and Pepsi-Cola "Bring a Star to Your Home" contest, in Denver, Charlotte, Terre Haute and Columbus, will be visited late this month by Piper Laurie and Tony Curtis, stars of the Technicolor picture "The Prince Was a Thief." The idea, developed jointly as a pre-selling campaign for the picture, will accept the personal appearance tour of the Hollywood players and result in follow-up publicity in local newspapers and the magazine.* Modern Screen *will send a staff photographer and staff writer to cover the event in the four cities for the August issue.*

•

Columbia's "M" gets five test engagements this month, backed by strong promotional campaigns. The company is sending field exploiteers on special assignment into a quintette of situations, with plans calling for new campaigns based on the unusual theme of the film. Cities selected for the test runs include, Springfield, Hartford, Buffalo, Harrisburg and Lynchburg.

•

Promotion of Paramount's "The Mating Season" is quite properly tied in with the June bride season, and a cooperative tieup with "Lovebright" diamond rings will offer engagement-wedding ring combinations as prizes in theatres. All couples who apply for marriage licenses are invited to see the film and participate in the contests. There is even the suggestion of a special prize for prospective mothers-in-law, in some stage event to be held in conjunction with the opening of the picture.

WALTER BROOKS

Furst's Sales Post At Mono. Expanded

Nat Furst, district sales manager of Monogram-Allied Artists for New York City, has been placed in charge of national sales for "The Little Rascals" short subjects, being released by Monogram. Furst will continue with his former duties in addition to handling his new post, it was disclosed here yesterday by Morey Goldstein, general sales manager.

Furst launched his industry career with the Greater New York Film Co., which later became Fox.

Kodak Officials on Photography Theme

ROCHESTER, N. Y., April 9.—Eight Eastman Kodak photo officials are among the contributors to "Progress in Photography, 1940-1950," a published survey of photographic achievement. The 464-page book was compiled by an editorial board of British, American, French and German scientists, under the direction of Dr. Douglas A. Spencer, a deputy managing director of Kodak Ltd.

The eight EK contributors are: Dr. Walter Clark, Glenn E. Matthews, William F. Walker, John I. Crabtree, Henry C. Staehle, John M. Calhoun, Robert A. Morris and William F. Swann.

Rose's Company Sets Two Films

Coronado Productions will make two pictures this summer, it was disclosed here following the return to London of David E. Rose, Coronado executive producer. The first, "Saturday Island," will star Linda Darnell. Stuart Heisler will direct. The second, as yet untitled, will star Ray Milland.

'IA' Meet in June

ATLANTA, April 9.—IATSE locals throughout the Southeast will hold their District No. 7 convention at the Henry Grady Hotel here on June 18-19, secretary R. E. Morris reports.

Breakston Extends Distribution Setup

The Breakston Company, releasing organization in Japan, is expanding operations and will establish 10 exchanges covering the entire country within the next month, George Breakston, president, announced here yesterday.

Breakston, who is also head of Breakston-Stahl Productions, formed his releasing organization in Japan last year, while producing "Tokyo File 212," and preparing "Fate." Breakston is handling the release of Lippert films in Japan, the Cisco Kid films and a number of other independents. The company said it guarantees a minimum of 500 playdates in Japan, with a maximum of 1,000.

"There are approxmately 1,200 motion picture theaters in Japan," Breakston pointed out. "Ardent film fans, there is always a line outside of a Japanese theater at night. This prevails even for Japanese pictures, but they infinitely prefer American pictures."

Arrangements for the expansion program will be completed when Breakston flies back to Japan on April 29.

Shooting on the second Breakston-Stahl production, "A Night in a Geisha House," will start in Tokyo on May 20. The American release of "Fate" is now being negotiated in New York. "Tokyo File 212" is being released by RKO in the United States.

RKO's Canadians To Honor Boasberg

RKO Radio's Canadian districts has set aside a two-week selling period to honor Charlie Boasberg, its division chief. The period, to be known as the "Charles Boasberg Appreciation Weeks," will commence on May 4.

To Stress Disney Shorts During Depinet Drive

A nation wide sales campaign during May on Walt Disney short subjects has been made a phase of the current "Ned Depinet Drive," Sidney Kramer, RKO Pictures short subjects sales manager, has announced.

Spearheaded by "Beaver Valley," recent Academy Award winner, RKO branches are setting up quotas aimed to secure a record number of cartoon playdates in May.

Fellows Is Named Broadcasters' Head

WASHINGTON, April 9.—Harold E. Fellows, New England director for Columbia Broadcasting System, has been named the new president of the National Association of Radio and Television Broadcasters. He will take office on June 4, succeeding Justin Miller, who will become chairman of the board of the association. Miller was also head of the organization under its old name, the National Association of Broadcasters.

'Five' to Open New House

Columbia Pictures' "Five," a story of the last five people on earth, will have its world premiere Wednesday, April 25, opening the new Holiday Theatre (formerly the Gotham) at Broadway and 47th Street. It was produced directed and written by Arch Oboler.

Crescent

(*Continued from page* 1)

for new construction placed in the decree for the purpose of preventing Crescent monopoly, and now is taking the opposite position that the clause did not have the effect." He could not understand how "compliance with the decree can be construed as contempt of the Court." He stated that in all instances where Crescent had been in actual violation of the decree correction has been made by the defendant.

Motions filed by the defendants to dismiss all criminal and civil contempt cases against Crescent, Rockwood Amusements, Muscle Shoals Theatres, Cherokee Amusements, Louis Rosenbaum, Kermit C. Stengel and R. E. Baulch were set for hearing by Judge Davies on June 1.

Charges that Crescent, Rockwood, and Cherokee have failed to divest themselves of financial interests in other companies and that Stengel has continued to hold certain official titles and theatre stock were also dismissed. George H. Armistead Sr. represented the defendants.

Would Cut Limit

(*Continued from page* 1)

20th Century-Fox Attorney Kenneth Royall, said that while it "may be desirable to enact a Federal uniform statute of limitations, "six years is much too long and the period should be held to three years. It also opposed making the six-year statute retroactive as the bill proposes.

Royall appeared at the hearings today to read a slightly different statement from the one filed with the Committee. But by the time he was reached, Committee members had to leave for the House floor, and he agreed to return Wednesday to read his statement and answer questions.

Distribution on Hand

Indication of the distributor interest in the question was the turnout of industry officials at the hearings. Included in the audience were 20th-Fox president Spyros P. Skouras, MPAA vice-president Joyce O'Hara, MPAA officials Cecil Dickson and Jack Bryson, John Caskey and Otto Koegel of 20th-Fox, Adolph Schimel of Universal, Louis Phillips of Paramount, Sidney Schreiber of the MPAA and Compton Timberlake of RKO.

H. Graham Morison, Assistant Attorney General in charge of the anti-trust division, supported the six-year statute as "entirely reasonable." He hailed the volume of private anti-trust suits now being brought, declaring that "private litigation is just starting to help us" and that "it has been especially effective in the movie industry." Morison said distributors were being forced to proceed with "great caution" in working out new trade practice patterns because of the threat of private anti-trust suits.

The Judiciary Committee reported out the same bill in the last Congress, with practically no industry attention. Apparently the film lawyers now feel the bill stands a better chance of enactment and are swinging into action.

The National Association of Manufacturers urged a two-year limit, while the American Bar Association urged a four-year statute.

The MPAA statement filed with the Committee said a key argument for a six-year statute is that it takes longer than that to adequately prepare an anti-trust suit. The statement pointed out that in order to commence an action, the plaintiff does not need to know the entire complex background but just enough to state a cause of action.

It also emphasized that the statute of limitations is suspended during the pendency of a government suit, and that private litigants can wait until the government suit is completed and then several years more, depending on the state statute, before bringing their suit.

MPAA also emphasized the uncertainty of the anti-trust laws, and that what is legal today may be illegal tomorrow. "Since the anti-trust laws are vague and since the treble damage features are extremely harsh, the period of limitations should be three years rather than six," it declared.

Drive-Ins Unite in Drive To Stimulate Patronage

Kentucky Drive-ins Going Full Blast

Louisville, April 9.—Practically all of the drive-in theatres in the state are now open and running regular schedules, giving most the earliest opening dates in their history. As a general rule the drive-ins do not start opening until April 1 or after; however, it appears they keep moving the dates up, and if the earlier opening schedules keep applying, it probably will not be long before they will be year-round operations.

Local cooperative efforts of competitive drive-in theatre operators in an area to work for their mutual economic benefit, and for other facets of business advancement, are growing.

In what was described as an unusual move but one which local theatremen regard as highly sensible the six drive-ins in Atlanta have buried the hatchet of rivalry and joined forces to bring out more trade. Chiago area drive-ins last week started a mutual-aid development.

In a series of newspaper advertisements, Atlanta's the Bankhead, Peachtree, Piedmont, Roosevelt, Starlight and Steward Ave. are extolling the virtues of their type of theatre and inviting the public to visit any or all of them. All are operated by several different managements.

The group has also launched a radio program offering prizes for drive-in contestants. Among the advantages cited by the outdoor theatres are relief from parking problems, ability to dress as one pleases, enjoy smoking, cold drinks and food, and free admission for children.

The newly-formed Chicago Drive-in Association, composed of the 11 Chicago area drive-ins will begin a saturation radio campaign on April 13 on all Chicago radio stations. The campaign will consist of spot announcements and singing commercials urging people to attend drive-ins. A week later the Association will begin a campaign of cartoon trailers promoting drive-ins on Chicago's four television stations.

UA Drive

(*Continued from page* 1)

ence with all branches to coordinate the drive. Immediately after the company's convention in Chicago on May 4-6 he will leave for a swing around the country to discuss its progress and developments with branch and district managers.

The Sears drive was opened on April 1 in the U. S. and Canada, and extends through June 2. Prizes totalling $10,000 will be awarded in the sales effort, which is for both billings and collections. Special prizes will be awarded Canadian exchanges.

UA Books Stillman Film Into Globe

United Artists' "Try and Get Me," formerly titled "The Sound of Fury," will have its New York premiere next month at the Globe theatre, it was announced yesterday by William J. Heineman, U.A. distribution vice-president.

The picture is by Robert Stillman's first independent venture since leaving the Stanley Kramer organization and was adapted for the screen from his own novel by Jo Pagano. Directed by Cyril Endfield, the film's players include Frank Lovejoy, Lloyd Bridges, Richard Carlson, Katherine Locke and Adele Jergens.

Industry to Fight

(*Continued from page* 1)

and selective service officials in calling up reservists and drafting new individuals. But it has never been any help to the film industry in getting deferment of its workers for the simple reason that it was the less important list of the two.

The more important list was the list of critical occupations. In order to be deferred, a worker not only had to be in an essential activity but also in a critical occupation. And the list of critical occupations never had any skills from the film industry.

Radio, Video Dropped

Accordingly, the original list of essential activities issued in August was a meaningless one. It had just about every activity in the country. It was bound to be trimmed, and the Commerce Department did that over the weekend. The film industry can't say it was discriminated against, because radio, television, printing and other media were also dropped.

Top industry officials realize that they never got any manpower help from being on the essential activities list. What has them worried is that the essential activities list may be used for purposes other than manpower. In announcing the new list Sunday, Commerce Secretary Sawyer specifically said that it was a manpower list only, and would have no bearing on rating among industries for materials and other matters. But the industry is afraid this may not always be true, and hence the appeal.

MPAA officials are working on the appeal now, and hope to have it submitted by the end of the week.

Coast Selected for Equipment Meet

HOLLYWOOD, April 9.—Members of the Theatre Equipment and Supply Manufacturers Association have voted Los Angeles as the site for the 1951 convention. The Theatre Equipment Dealer's Association also made the same choice. Therefore, the joint conventions of TESMA and TEDA will be held at the Ambassador Hotel in Los Angeles on Oct. 11-13. Both associations have contemplated holding their conventions on the Coast for several years due to the requests of West Coast members, said Roy Boomer, TESMA secretary. Ray Colvin, executive director of TEDA, is expected on the Coast about June 1 when he and Boomer will make all final arrangements. Due to NNA restrictions it is planned to streamline the conventions with more time being devoted for the entertainment of delegates.

Oscar Neu, TESMA president, reveals that he would not be a candidate for reelection this year. Neu has served the association for the past 18 years, 13 years as secretary and six as president, and feels someone should suceed him. Ballots for election of all officers and board members will be mailed to TESMA members in the near future and the results will be made known at convention time.

Whether this year's joint convention of TESMA and TEDA will be accompanied by an equipment exhibit has not yet been definitely determined, according to Neu. Because of National Production Authority controls, a majority of the membership voted several months ago against holding a TESMA trade show in 1951.

FWC Accepts New Terms for Janitors

HOLLYWOOD, April 9.—A new contract between Fox West Coast Theatres and janitors employed by the American Building Maintenance Co., which serves the circuit's houses, was approved here over the weekend after the theatre janitors staged a five-hour walkout on Saturday.

The walkout was staged while FWC executives studied the terms agreed to Friday night by the janitors and ABMC. The new terms entail an increase of eight cents an hour and 27½ cents payment into a welfare fund. It is estimated it will cost FWC about $130,000 annually.

Carnegie Is Named Eagle Lion Manager

LOS ANGELES, April 9.—Richard Carnegie has been promoted from salesman to manager of the local Eagle Lion Classics exchange.

Bernard Kranze, ELC distribution vice-president, at the same time announced the following promotions and changes in personnel in the local branch of the company. Stanley Lefcourt, former salesman, takes over as sales manager under Carnegie. Jack Katz, salesman, goes from the San Franciso branch to Los Angeles while William Wasserman has been taken on as a salesman in the local branch.

U-I Promotes U. S. Bonds

Universal-International in cooperation with the U. S. Treasury's Savings Bonds Division, has prepared a special three-color poster to promote the sale of U. S. Defense Bonds in connection with "Up Front."

A prominent exhibitor paid us the kind of compliment that means most to us when he put it this way:

"Like most of the exhibitors I know, the trade papers I really read are Quigley publications —because I have solid confidence in them."

The "solid confidence" of the industry.....we firmly believe that to be the greatest asset that any trade publication can possess. That has been the unswerving aim of Quigley Publications for more than a third of a century.



ROCKEFELLER CENTER
NEW YORK

QUIGLEY PUBLICATIONS

MOTION PICTURE HERALD • MOTION PICTURE DAILY

BETTER THEATRES • THEATRE SALES

MOTION PICTURE ALMANAC • FAME

N. Y. Grosses

(Continued from page 1)

$120,000 for a fifth week, is bringing in "Father's Little Dividend" on Thursday despite an excellent run. The five-week gross for "Wedding" will be around $718,000.

At the Paramount "The Lemon Drop Kid" and Billy Eckstine on stage are expected to bring in $55,000 for a third final week—also good business. "The Mating Season" will open there tomorrow; Mel Torme heads the stage show.

Tops among the openers is "I Can Get It for You Wholesale," with a first week estimate of $92,000, which is better business than the Roxy had during the holiday. A musical revue is on the stage.

Also going great guns are "Kon-Tiki" at the Sutton and "Tales of Hoffman" at the Bijou. The former is racking up $18,000 equal to the opening week of "Quartet" at the same stand. "Tales" will take in around $16,000 for its first week on a two-a-day, reserved seat policy run; seats are reported sold out in advance of each performance.

Other newcomers are "The Man from Planet X" at the Mayfair, where nearly $20,000 is due for the first week, and "The Great Missouri Raid" at the Globe, which is expected to bring in around $14,000 for the first week.

Business at the Strand and the Capitol is only so-so for stage show houses; "Soldiers Three" is expected to draw a mild $30,000 for a second and final week at the Capitol, while the Strand, with "Lullaby of Broadway," reports the same, $30,000 for its second week. "The Invisible Man" and Gypsy Rose Lee on stage bow in at the Capitol on Thursday, and on Friday, the Strand will open with "Only the Valiant."

"Born Yesterday" is still a pace-setter at the Victoria," moving up to a fine gross of $27,000, for its 16th week. Also holding up at the box-office is "Up Front" at Loew's State, with a substantial $23,000 coming in for a third week.

"Rawhide" is holding up fairly well at the Rivoli, with $16,000 estimated for a third week. "Prince of Peace," a special Easter offering at the Criterion, is concluding an excellent three-week stand with about $12,000 due. A pair of reissues, "They Got Me Covered" and "Up in Arms," will open there on Friday.

"Odette" is continuing at a lively clip with the Park Avenue reporting $10,500 for a second week ending last night. It will hold over.

"Cyrano de Bergerac" does not seem to have suffered by its moveover from the Bijou to the Golden, with a gross of $9,000 forecast for the first week there of its extended two-a-day run.

'Trio' Drew 244,278 To 550-Seat Sutton

Paramount's "Trio," which last week closed a 26-week engagement at the 550-seat Sutton Theatre in New York, set a record attendance figure of 244,278, with grosses ranging from $20,000 for the opening week to $7,000 for the final week, according to Clem Perry, executive director of Rugoff and Becker Theatres.

$30,000 at Chicago

CHICAGO, April 9.—The Chicago Theatre, with "Lullaby of Broadway" on screen and Josephine Baker on stage, grossed $30,000 over the weekend and will hit a first week figure of $60,000, according to Ed Sequin, house's publicity director.

Hollywood 'Red' Probe

(Continued from page 1)

House will be voting on amendments to the draft bill from 11 o'clock on, and the committee will have a hard job meeting. It wants to finish with Hayden tomorrow, and it now plans to run from 10 A.M. to 11 A.M. and then, if it hasn't finished, to have a night session.

Other witnesses scheduled for Wednesday and later include several persons who have already said they will not cooperate with the committee. The complete witness list released by the committee for the balance of the week is as follows: Marc Lawrence, Meta Reis Rosenberg, Will Geer, Richard Collins, Harold Buchman, Waldo Salt, Victor Killian, Fred Graff, Robert Lees, Ann Revere, J. Edward Bromberg, Sam Moore, and Paul Jarrico. The committee said the listing was without regard to order of appearance.

Brewer to Attend Hearings

HOLLYWOOD, April 9.—Roy Brewer, IATSE international representative, left here by plane today for Washington where he will attend the House Un-American Activities Committee hearings as an observer.

'Unfriendly' Witnesses Not Expected to Be a Problem

WASHINGTON, April 9.—Top industry officials are understood here to feel that dealing with employes who refuse to cooperate with the House Un-American Activities Committee will not be nearly as much of a problem this time as in 1947.

That's because an informal check of all subpoenaed witnesses who might conceivably be "unfriendly" to the Committee indicates that none is under contract to any Hollywood studio at present.

In 1947, five or six of the "Unfriendly Ten" had contracts, and the industry had to fire them and run into lawsuits such as the one filed by Lester Cole. This time, if the informal check is true, the studios will merely "not hire" any "unfriendly" witnesses, and will not have to go through the public announcement of breaking a contract.

Many of the "unfriendly" witnesses this time either have not been active in films for some time or are freelancing at different studios. Both Howard Da Silva and Gale Sondergaard, the two witnesses who have so far refused to answer Committee questions, are without a contract with any studio.

The real problem, officials indicate, will be what to do about those workers like Larry Parks who admit past Communist activity. Industry spokesmen are said to feel the policy here will be to allow some time to elapse and then see how the public is reacting. Congressional reaction so far has indicated such witnesses should be aided by the industry so that others will come forward and cooperate with the Committee. However, there is still fear in some quarters of a public boycott of films with these workers.

Outlook Changes for 'Red' Confessors

WASHINGTON, April 9.—The road ahead for film industry workers who admit past Communist affiliations and cooperate with the House Un-American Activities Committee may be rougher than was originally expected.

The initial reaction to Larry Parks' testimony was highly favorable on Capitol Hill, with Republican members Potter and Velde praising the actor. It was expected this might make it easier for the actor to continue his film career.

But now Rep. Velde said his mail lately had been severely critical of his praise of Parks, almost unanimously so, and that he would propose that Parks be recalled when the Committee resumes hearings tomorrow.

Florida Again Bids For Film Studios

Tallahassee, April 9.—Governor Fuller Warren has urged the Florida Legisture to submit a constitutional amendment to the voters which would exempt motion picture studios in Florida from state taxation.

The measure would replace a similar one adopted in 1934 and which expired in 1948.

Smith to Tour

(Continued from page 1)

with branch managers on the line-up of product scheduled to be released through the fall. He will hold division meetings as well as individual branch office conferences.

The first conference will be in Chicago on Thursday and Friday. Attending will be Central division head Ray Moon and branch managers Tom Gilliam, Chicago; Joseph B. Rosen, Cincinnati; I. J. Schmertz, Cleveland; J. J. Lee, Detroit, T. O. McCleaste Indianapolis; Al Levy, Pittsburgh; Jack Lorentz, Milwaukee.

Smith will leave for Seattle on Saturday to confer with Chilton Robinett and Charles F. Powers, managers of the Seattle and Portland exchanges, respectively. Joining this conference will be J. E. Patterson of Vancouver. Also present at the meeting will be Herman Wobber, Western division manager and Bryan D. Stoner, assistant division manager.

Next Thursday, Smith will meet at the San Francisco office headed by Alex Harrison and on Thursday and Friday of that week will confer with the remainder of the Western division branch heads in Los Angeles. These include Clyde Eckhardt, Los Angeles; V. J. Dugan, Denver; Charles L. Walker, Salt Lake.

Smith's further schedule, to be announced later, will take him on a swing back east through the Southern territory.

Chicago Tax Down

CHICAGO, April 9.—City of Chicago amusement tax collections continued their downward trend again last month. Total theatre amusement tax collection for March, 1951, was $94,-212 as compared with $124,047 for March, 1950.

'Valentino' in Person

ALBANY, N. Y., April 9.—Film stars Anthony Dexter and Patricia Medina will make personal appearances at Fabian's Palace here Wednesday afternoon and evening for the upstate premiere of Columbia's "Valentino." Dexter plays the title role.'

'Season' Hits $40,000

CHICAGO, April 9.—Paramount's "The Mating Season" grossed $40,000 the first week at the Oriental Theatre here. Harold Costello, house manager, inserted an announcement in local newspapers backing the film with a money-back guarantee.

Industry Dinner to 'IA's' Walsh Tonight

Motion picture executives from the New York Metropolitan area will attend a formal dinner tonight at the "21 Club" honoring Richard Walsh, IATSE international president, for his work in behalf of the Will Rogers Memorial Hospital. Host is the sales managers' committee of the hospital fund.

Toastmasters

Toastmaster will be the Will Rogers Hospital president, R. J. O'Donnell, and included among the speakers will be Robert Mochrie, Abe Montague, Dr. Edgar Mayer, Spyros Skouras and Si Fabian.

Acceptances have also been received from the following: Barney Balaban, Harry Brandt, William Brandt, Steve Broidy, Dr. Henry Brown, Max Cohen, Jack Cohn, Al Daff, George Dembow, Ned Depinet, Oscar Doob, Robert Dowling, Russell Downing, Norman Elson, Charles Feldman, Ben Fielding and Emanuel Frisch.

Also, Pete Gage, Maurice Goldstein, James R. Grainger, Harry Hecht, William J. Heineman, William Howard, Harry Kalmine, David Katz, Stanley Kolbert, Bernard Kranze, William MacMillen, Maurice Maurer, Mitchell May, Jr., Maurice Miller, Charles Moss, John Murphy, Harvey Newins, Gene Picker and William Raoul.

Others Attending

Also, Walter Reade, Jr., Charles Reagan, Irving Renner, Harold Rinzler, Sam Rinzler, Herman Robbins, Sam Rosen, Edward Rugoff, Fred Schwartz, Sol Schwartz, Al Schwalberg, Joe Seider, Thomas Shea, George Skouras, Spyros Skouras, Jr., Ray Smith, Wilbur Snaper, Frank Walker, Murray Weiss, Robert Weitman, William White, Israel Zatkin, Edward Hyman, Andy Smith, Jr., Marc Wolf and Ben Kalmenson.

Colosseum Talks Reopen

MINNEAPOLIS, April 9.—The Colosseum of Motion Picture Salesmen and the distributors' negotiating committee resumed new-contract talks here today, with only minor points being assayed. David Beznor, Colosseum general counsel, said he expected the conferees would get down to the main points of the disputed provisions for a new union contract in tomorrow's meeting.

Variety Installs Levy

HARTFORD, April 9.—Herman M. Levy has been installed as chief barker of Tent No. 31, Variety Club of Connecticut. Other officers are: Ben Simon, first assistant chief barker; George H. Wilkinson, Jr., second assistant; Sam Germaine, dough guy; Henry Germaine, property master.

Charges FCC Wants 'Power to Punish'

WASHINGTON, April 9.—Radio and television broadcasters indicated here today that they are not any happier with the Federal Communications Commission these days than are film companies.

Justin Miller, president of the National Association of Broadcasters, said the Commission is "showing a keen desire for power to punish and discipline broadcasters even beyond the punishment and disciplines now used." He said the Commission has asked Congress for the power to assess fines in addition to issuing cease-and-desist orders and to determine the guilt of broadcasters for anti-trust law violations "by the use of administrative techniques of prosecution and conviction so far unkonwn to our system of law, and in violation of most of the constitutional guarantees of fair trial and due process."

These charges referred to remarks by FCC Chairman Wayne Coy in support of a bill to overhaul the Commission's licensing procedure. Miller himself was testifying on a bill which would make it a criminal offense to use radio or television to sell goods fraudently. Not only would the advertiser be guilty, but so would the broadcaster if he "knowingly" broadcast such advertising.

FCC General Counsel Benedict P. Cottone told a House Judiciary subcommittee that this provision is needed to police the few stations which do broadcast fraudulent advertising. Both he and Miller admitted such advertising was on the increase. Miller made several objections, and urged that the bill be confined to the advertisers and not the broadcasters.

Services for Kellogg

ATLANTA, April 9.—Services will be held here tomorrow for Gideon Paul Kellogg, 55, an accountant with RKO Service Corp. in New York for 21 years. Kellogg collapsed and died in the offices of the American Arbitration Association there at the weekend. He was at an arbitration hearing concerning his discharge from the company last September.

Rites for Berliner Today

Services for Charles (Pop) Berliner, veteran film salesman, will be held here today at Riverside Memorial Chapel. Berliner, who died on April 7, was one of the originators of the Motion Picture Salesmen Club which later became the Variety Club Tent of New York City.

McPeake Injured Fatally

Joseph McPeake of the staff of Sargoy and Stein died at Roosevelt Hospital over the weekend following an automobile accident. He is survived by the widow, his father, four sisters and two brothers.

Mother of P. G. Perakos

HARTFORD, April 9.—Mrs. Peter G. Perakos, wife of the head of the Perakos Theatre Circuit, New Britain, Conn., is dead.

'Samson' to Berger

MINNEAPOLIS, April 9.—Ben Berger's Gopher Theatre has been awarded first run of Paramount's "Samson and Delilah" on the film's general release here. Berger outbid Minneapolis Amusement for the film.

TOA, COMPO Optimistic

(*Continued from page* 1)

on the TOA board meeting which was held in Washington last week.

Commenting here yesterday on the meeting, Sullivan termed it "one of the most constructive" in the history of TOA. He credited board chairman Mitchell Wolfson with having done "a good job" in lining up the TOA directors behind COMPO.

At its final meeting session on Friday, the board signified unanimously its approval of the proposed regional representation plan for the COMPO executive committee. Thus, the tenth and final ratification was recorded to make unanimous the vote of the original COMPO charter members in behalf of the new arrangement.

Neither Sullivan nor spokesmen for COMPO would conjecture yesterday on how long it would take for the uncommitted TOA units to climb aboard the COMPO bandwagon. However, Sullivan reminded that the boards of most of the units will meet during the next month, and added that is was possible action on the COMPO question would be taken at those parleys.

Meanwhile, according to the admission of a COMPO spokesman here, the agency's treasury does not at present contain the funds necessary for carrying out in the near future any of the bigger public relations efforts indicated in COMPO's blueprint.

Were the 19 TOA units to continue for any great length of time to remain aloof from the Council this could be a blow to finances as well as to morale. Many industry observers still believe COMPO will stand or fall on the decisions to be made regarding it by the 19 TOA units. Without these units the Council, it is pointed out, the agency would hardly have an "all-industry" status.

It is expected, therefore, that COMPO will continue to postpone plans for its "bigger" projects. Hence, until the hesitant TOA units act, such projects as a Film Festival and a Star-Makers Contest may gain little headway beyond straight planning.

Sullivan, chairman of the COMPO seminar committee, could not say yesterday whether industry seminars would be held on the Coast next month as had been planned tentatively. Additional preparations appeared to be needed.

None of the 19 TOA units are "hostile" toward COMPO, it was pointed out. Up to now only "apathy" has been manifested among them, according to spokesmen for both TOA and COMPO. In the case of Southern California Theatre Owners Association, if COMPO could contribute to correcting its members' trade practices problems—something COMPO is powerless to do—that Coast organization would not have turned its back on the Council, it was said. Trade practices are excluded from COMPO's ambit, and SCTOA is at present wholly preoccupied with trade practices difficulties, according to its top officers.

Lasky to Tour Key Cities for 'Caruso'

Jesse L. Lasky, associate producer of M-G-M's "The Great Caruso," will tour seven cities in advance of the picture's opening.

Lasky will be joined by M-G-M's local field press representative and screenings will be held for newspaper critics, music editors and radio commentators, followed by a luncheon or dinner. Lasky will arrive in Pittsburgh tomorrow and will go on to Cincinnati, Kansas City, St. Louis, New Orleans, Houston, and then to San Francisco on April 26, where the tour will end.

NCAA Meeting Delayed

CHICAGO, April 9.—The National College Athletic Association committee meeting here was postponed. The committee was to consider proposals by TV networks for experimental "live" telecasting of college football games next fall and to consider other experimental video subjects such as theatre television, Phonevision, Skiatron, and post-season games. The meeting was postponed because the committee was not prepared at this time to act.

TOA to Cite

(*Continued from page* 1)

day to inform him of the violations.

Sullivan charged that the NPA theatre construction order, issued to conserve materials in view of the Korean situation, is being violated principally through the withholding of information from the declarations which theatres must file with the government when repairs and construction work are intended.

Kills Bill to Extend NY Tax Moratorium

ALBANY, N. Y. April 9.—Governor Dewey, on the recommendation of the state comptroller, vetoed a bill which would have continued until July 1, 1952, the temporary suspension of the power of cities with less than 25,000 population to impose an admissions tax of five per cent. The present moratorium expires on June 30.

The governor signed another bill continuing the temporary suspension of the power of "all units of local government" to impose a business and financial tax, excepting those now using such a tax. Rochester now collects this tax.

Would Tap TV to Aid Education

WASHINGTON, April 9.—Rep. Celler (D., N. Y.), has introduced a bill to require commercial television stations to devote at least 25 per cent of their operating schedules to non-commercial educational programs.

Celler said he thought this a better plan than setting aside 25 per cent of the TV stations for non-profit educational use, since the commercial stations could do a more polished job of using the channels.

London Variety Fund

LONDON, April 9.—The Variety Club of Great Britain, Tent No. 36, has raised £2,450 ($6,860) for its under privileged children's charity, the Sunshine Homes for Blind Babies. The money was raised by members' subscriptions at a recent luncheon here.

ACT, Rebuffed, Hits UK Film Financing

LONDON, April 9.—The Association of Cinematograph and Allied Technicians, Left-wing studio union which originated the idea of a government bank for film production financing, now has turned on the outgrowth of that idea, the government's National Film Finance Corp. with a wholehearted broadside against the latter's policy and practice.

The development derives from the decision of James H. Lawrie, NFFC head, not to lend ACT any more government money for its cooperatively made films. The union's first production, "Green Grow the Rushes," was completed at a cost of about $275,000 and its distributor, British Lion, which also is indebted to NFFC, has been unable as yet to arrange a circuit engagement for it.

ACT took its case to Harold Wilson, president of the Board of Trade, who backed up Lawrie in the decision not to treat ACT any differently than other borrowers from NFFC. In other words, ACT must find a distribution guarantee or private finance before it gets another loan from NFFC.

Say Rank's G-B May Resume Dividends

LONDON, April 9.—The financial position of J. Arthur Rank's Gaumont-British Picture Corp. at the end of nine months of the current fiscal year shows sufficient improvement to indicate the possibility of a resumption of dividends on the ordinary shares.

The company's fiscal year ends June 30. Twentieth Century-Fox has a substantial interest in the company, which operates 240 theatres.

It is understood, however, that declaration or otherwise of a G-B dividend will be conditioned by the year-end results of the sister company, Odeon Theatres, in which United Artists holds a large interest. The latter company, while showing some improvement, is regarded as less likely to resume dividend payments this year on its ordinary stock than is G-B.

Mexican Filming To Await Labor Terms

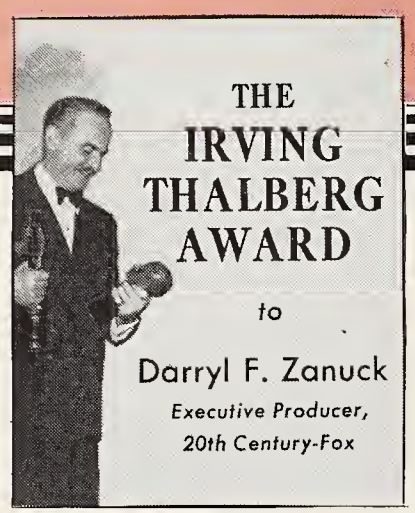
MEXICO CITY, April 9.—Production of new pictures here is suspended because of the approaching deadline for demands for labor contract revisions which are certain, producers believe, to feature wage increase clauses. Producers are holding off starting pictures until they know just how much more labor will cost.

Work continues on pictures begun some time ago, with the unionists permitting those productions to be finished at their current wage scales. Trade opinion is that the unions will win a pay hike but there will be no strike.

Tischendorf Arrives

Herbert Tischendorf, head of Herzog Films in Germany and distributor of Samuel Goldwyn product there, has arrived here over the weekend with Mrs. Tischendorf and Leo J. Horster, Goldwyn's representative in Germany, for conferences with Alfred Crown, Goldwyn Productions vice-president. The visitors will leave shortly for the Coast for additional meetings.

"FOR CONSISTENT, HIGH-QUALITY PRODUCTION FOR THE PAST 3 YEARS!"



MR. ZANUCK's production program for 1951 is even more ambitious and strives for even higher quality than in the past three years that earned him this coveted award. The following pictures are now in your exchanges and are available for booking. They merit your very earliest viewing.

HALLS OF MONTEZUMA TECHNICOLOR

CALL ME MISTER TECHNICOLOR

THE MUDLARK

BIRD OF PARADISE TECHNICOLOR

I'D CLIMB THE HIGHEST MOUNTAIN TECHNICOLOR

THE 13th LETTER

YOU'RE IN THE NAVY NOW

I CAN GET IT FOR YOU WHOLESALE

FOLLOW THE SUN

14 HOURS

ON THE RIVIERA TECHNICOLOR

RAWHIDE



and Coming in September

DAVID AND BATHSHEBA

Technicolor!

There's No Business Like 20th CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 70 NEW YORK, U. S. A., WEDNESDAY, APRIL 11, 1951 TEN CENTS

Divorcement Benefits Held Lost by Delay

Arnall to Place SIMPP Complaints With D. of J.

Impatient over the time it has taken the government and the film companies to achieve divorcement under the industry anti-trust suit decree, the Society of Independent Motion Picture Producers tomorrow will register a complaint in this regard with Attorney-General J. Howard McGrath.

Ellis G. Arnall, SIMPP president, revealed yesterday that he has made a date to meet with the Attorney-General in Washington tomorrow for a discussion of the extent to which the "delays" in divorcement have, as he described it, dissipated many of the benefits which originally were expected from the consent decrees.

Arnall declined to say where he be-

(*Continued on page 2*)

No Guarantees for Italian Films Here When Pact Is Set

The meetings which have been taking place daily in New York between representatives of the American and the Italian film industries are scheduled to reach their conclusion tomorrow. The prospects of a mutually satisfactory marketing arrangement between the two industries are said to be bright in consequence of the New

(*Continued on page 2*)

SIMPP to Allocate Reich Grants Today

The executive distribution committee of the Society of Independent Motion Picture Producers will meet at the Society's New York office today to allocate among member companies some or all of the 10 additional German permits received, Ellis G. Arnall, SIMPP president, reported here yesterday.

The group will discuss also the developments which are expected to result from the Italo-American film conferences which are about to end.

Myers Hits TV Interests For Their 'Snide' Remarks

DES MOINES, April 10.—Allied States Association general counsel Abram F. Myers today attacked the "patently false propaganda and snide remarks that the television interests are aiming at the movies"—that the motion picture business is through.

He called on the film industry to "strike back at its detractors, expose their sham pretenses and whittle them down to their proper size."

Myers spoke before the Des Moines Ad Club. He is here to attend the convention of the Allied of Iowa and Nebraska.

"Television interests apparently do not have the pioneering spirit that characterized the men who founded the film industry. Instead of working out their own destiny they are demanding that the motion picture industry turn over to them their finest films, contract artists and literary properties. Worse than that, they are demanding that they be subsidized at the expense of the movies."

Myers outlined the FCC's recent decision on licensing policy and repeated his main criticisms of this ruling as bringing havoc to the nation's exhibitors.

Myers told the ad men that "it is to your interest and the interest of your community to boost the movies."

Companies to Delay Formal Action vs. FCC's TV Policy

WASHINGTON, April 10.—Attorneys for four film companies decided today that there is no formal action they can take at present against the recent Federal Communications Commission report on licensing policy.

Instead, they decided the best policy for the present would be to keep up a running fire of speeches and other attacks on the report.

Attending the meeting here were Paul Porter, for Paramount; William Porter, for Loew's; John Southmayd, for Warner Brothers, and Edward Kenehan for 20th Century-Fox. Motion Picture Association of America vice-president Joyce O'Hara and MPAA counsel Sidney Schreiber were present for at least part of the meeting.

The conclusion of the attorneys was that since the Commission's views were only in a general report, and not in action on a specific case, nothing could be done to protest

(*Continued on page 2*)

Ritchey Sees Bright Prospects in S. A.

Optimistic over Latin American prospects for the film business in general and Monogram International's business in particular, Norton V. Ritchey, Monogram foreign head, met the press here yesterday following his return from a swing through South and Central America.

Brazil is the brightest spot south of the border, Ritchey said, with business booming in all lines and new theatres going up everywhere. The dark cloud continues to be Argentina, where

(*Continued on page 2*)

Einfeld in Trinidad On Goodwill Tour

Charles Einfeld, vice-president of 20th Century-Fox, currently on a tour of Latin and South America to discuss showmanship methods and techniques with exhibitors, met at Port of Spain, Trinidad, yesterday with members of the Roodal Circuit, in his first meeting outside the United States, 20th-Fox reports. Einfeld will next visit Rio de Janeiro.

Edwards to Release 27 Rank Features

Formation of International Releasing Organization which recently acquired distribution rights to 27 J. Arthur Rank pictures, was announced here yesterday by Sol Edwards and George Garfield.

Edwards declared that the company intends to release 10 of these films a year and more if circumstances warrant. Five of these will be in the "art theatre" class and five in the general audience class. Plans of the new company also call for distribution of

(*Continued on page 2*)

Broder Sets Up New Producing Company

HOLLYWOOD, April 10.—Jack Broder, president of Realart Pictures, has formed a new independent producing company, Jack Broder Productions, and has acquired the Howard Emmett Rogers original, "Two-Dollar Bettor," as his first property. John Ireland will be starred, and Edward L. Chan will produce and direct. H. Cohen is executive assistant to Broder.

Niles Urges Arbitration Of Clearances

Has 5-Point Plan for Non-Competitive Areas

DES MOINES, April 10.—Arbitration is "obviously the appropriate procedure" when individual negotiations with distributors fail to solve clearance problems in big cities, Charles Niles, Allied national treasurer, told the opening session of the AITO of Iowa and Nebraska annual convention at the Hotel Savery here today.

For smaller, non-competitive situations, Niles presented a five-point plan which he said would remedy the abuses caused by what he termed arbitrarily imposed clearances, availabilities and manipulation of prints.

The program follows:

1. That all pictures be made available for booking by all such (non-competitive) theatres on the date of

(*Continued on page 4*)

Hayden Admits Being 'Red' for Six Months in '46

WASHINGTON, April 10.—Sterling Hayden admitted to the House Un-American Activities Committee today that he had been a member of a Communist Party cell for six months in 1946, but that it was "certainly the most stupid, ignorant thing I have ever done."

He said he joined the Party in a

(*Continued on page 4*)

Colosseum Rejects $4 Weekly Wage Bid

MINNEAPOLIS, April 10.—The Colosseum of Motion Picture Salesmen today rejected a proposed $4 weekly across-the-board wage boost in a projected two-year contract made by the distributors in negotiations here.

A Federal conciliator has been called in for tomorrow's talks. The Colosseum had asked for a ten per cent immediate wage boost, in addition to 15 per cent which it hopes to have approved by the Wage Stabilization Board in Washington.

Personal Mention

HERBERT T. KALMUS, president and general manager of Technicolor, and MRS. KALMUS are due here today from the Coast. They will sail for Europe May 1 on the *Queen Elizabeth*.

•

LEO F. SAMUELS, assistant sales supervisor for RKO, and IRVING H. LUDWIG, New York sales executive of Walt Disney Productions, will tour Western branch offices, with LUDWIG due in Chicago from New York today.

•

E. K. O'SHEA, JR., Lieutenant, U. S. Marines, son of the vice-president of Paramount Film Distributing Corp., has arrived in this country after being wounded in action in Korea. His condition is good, and he is expected to be flown to New York this weekend.

•

S. P. EAGLE arrived here by plane from London yesterday for a one-day business meet with United Artists officials and is due to return to London today.

•

ERNEST EMERLING, Loew's advertising-publicity director, is scheduled to leave here today for St. Louis, Kansas City, San Francisco and Hollywood.

•

CHARLES COHEN, 20th Century-Fox publicist, and MRS. COHEN celebrated their 13th wedding anniversary yesterday.

•

PHIL WILLIAMS, theatrical sales manager for March of Time, is due to leave here today for a tour of the South.

•

JOSEPH J. LEE, New York branch manager for 20th Century-Fox, will be married here today to DOROTHY MELCH.

Italian Talks

(*Continued from page* 1)

York talks, which have been "exploratory" with a view to finding a common ground on which official negotiations to come will be based.

It is regarded as virtually certain that a new Italo-American film pact will provide for a substantial unblocking of U. S. companies' earnings, and that an effort will be made in this country to encourage the earning potential here of Italian-made pictures. However, it is said, no "guarantees" with respect to the marketing of Italian films here will be given by the negotiators for the Motion Picture Association of America and the Society of Independent Motion Picture Producers.

Today's meeting will not be attended by Dr. Renato Gualino, president of the Italian Film Producers Association, since he found it necessary to depart for Rome last night.

When the remaining three Italian conferees return to Rome following tomorrow's meeting, the four delegates will draft recommendations for their government as a basis upon which official negotiations can be opened.

Send in Brotherhood Week Returns Now

Exhibitors and others who made collections for the 1951 "Brotherhood Week" campaign and who have not already remitted the money are urged to send their collections now to Charles M. Reagan, industry chairman for the campaign, at Loew's home office.

The campaign committee is endeavoring to complete its report to the National Conference of Christians and Jews on this year's drive and is awaiting the final returns in order to do so.

NEWS in Brief . . .

THEODORE R. KUPFERMAN, National Broadcasting attorney and former Warner Brothers lawyer, has been named chairman of the copyright committee of the Federal Bar Association of New York, New Jersey and Connecticut. Also appointed to the committee are: Joseph D. Karp, of the Warner legal department here, and Bernard A. Grossman, theatrical attorney.

•

Lige Brien yesterday announced his resignation as exploitation manager of Eagle Lion Classics, effective April 27.

Brien, a onetime "Quigley Showmanship Award" winner, will continue with his duties at ELC, including supervising the "Oliver Twist" opening on April 26 in Houston.

•

Phil Reisman, Jr., has resigned as head of Pathe's editorial department here, it was disclosed yesterday by Jay Bonafield, executive vice-president of RKO Pathe, Inc.

•

MILWAUKEE, April 10.—Charles W. Trampe, 61, Monogram-Allied Artists director and head of Trampe Theatres and Monogram Midwest Film Co., died here this morning at Columbia Hospital after a long illness. Services will be held on Friday at the Harder Funeral Home.

Divorcement Delay

(*Continued from page* 1)

lieved the responsibility rested for the "delays." Nor would he indicate if specific charges would be made in this connection when he confers with McGrath.

Thus far, Paramount, RKO and Warner have reached agreements with the Department of Justice on the theatres which the companies will divest and under what terms and conditions. Divestiture of certain theatre properties already has taken place in the case of the three. The 20th-Fox divorcement plan is expected to be submitted to the statutory court here early next month. Loew's is in process of working out a plan.

Newsreel Parade

FIGHTING in Korea and Indo-China are highlighted in current newsreels. Other items include Ben Hogan winning in golf, the Grand National Steeplechase, and people in the news. Complete contents follow:

MOVIETONE NEWS, No. 30—French forces seize offensive in Indo-China. President Truman meets labor leaders. Cherry blossoms' attract visitors in Capitol. Ben Hogan wins golf tournament. Grand National Steeplechase.

NEWS OF THE DAY, No. 264—Grand National Steeplechase. UN Forces cross 38th parallel. Indo-China report. Ice jam wreaks havoc in Canada. Sport flashes. Ben Hogan in golf triumph.

PARAMOUNT NEWS, No. 67—Ben Hogan wins tournament. Blast 16-mile ice jam. Adolph Zukor gets testimonial. People in the news: Prince Charles, President Auriol. Sports: The Grand National.

TELENEWS DIGEST, No. 15-A—Israel border flare-up. Indo-China: Reds admit defeat. Titoism gathers strength. Western Hemisphere alliance signed in Washington. Airboat races in Florida.

UNIVERSAL NEWS, No. 446—Report from the war in Korea. Aid to Indo-China. School for firemen. Ice jam plays havoc in Canada. Flashes from the sport world: Grand National Steeplechase.

WARNER PATHE NEWS, No. 69—Weekend air crashes take toll of 45. King George honors his gardeners. Isle of Hawaii orchid pool. Sports: Grand National Steeplechase. Hogan wins golf tournament.

Edwards to Release

(*Continued from page* 1)

foreign and American pictures. Contemplated by IRO is the eventual establishment of its own exchange system.

The new company will be located here. Also located here will be International Film Corp., the company which will purchase the films for IRO distribution.

Rank recently terminated a contract with Pentagon Pictures for the release of the 27 films.

The first 10 pictures to be released are: Wesley Ruggles' "My Heart Goes Crazy," "Maniacs on Wheels," "Massacre Hill," "Sin of Esther Waters," "Hangman's Holiday," "Another shore," "Dear Mr. Prohack," "History of Mr. Polly," "Bad Lord Byron" and "Warning to Wantons," the latter five in the "art theatre" group.

Companies to Delay

(*Continued from page* 1)

formally or contest the action at this time. Instead, they felt, the film producers must wait until the FCC policy is implemented in a specific case, and then challenge it.

Ritchey Sees Bright

(*Continued from page* 1)

no American company, except one, is releasing new product because of the government's currency restrictions.

(Ritchey declined to name the American company, but it is believed that he was referring to United Artists which made a separate deal.)

British Ticket Tax To Be Increased

LONDON, April 10.—Increases in Britain's already high entertainment tax will be based on an extension of the Eady Plan, it was revealed with submission of the new budget to Parliament today.

The plan envisages an increase of two-pence in the tax on medium-priced theatre seats, more on the higher-priced ones and less on the lower-priced ones. The two-pence increase would apply on seats selling for 10-pence up to two shillings. It would be one penny on the six-pence to nine-pence seats. On those above two shillings it would be higher.

Daylight and Overnight
DC-6
Mainliner 300s
11½ HRS. ONESTOP to
LOS ANGELES
"the Hollywood"
Leaves at noon, arrives 8:30 pm
United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.
UNITED AIR LINES



"GUARANTEED TO PLEASE NOBODY BUT PEOPLE!"

"Will Do Nothing for Exhibitors . . . But Make Money!"

"Will never win the Academy Award . . . just smash boxoffice rewards!"

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TIP-OFF ON M-G-M's

"SHOW BOAT"



Read all about the sensational Preview of M-G-M's NEW GLORIOUS TECHNICOLOR MUSICAL!...

LOUELLA PARSONS' COLUMN TELLS THE NATION:

"Praise from Caesar, I'd say, when an executive from another studio tells me 'SHOW BOAT' is the greatest box-office attraction since 'GONE WITH THE WIND'!"

★

FROM FILM DAILY'S HOLLYWOOD CORRESPONDENT, MARCH 28th ISSUE:

"If 'SHOW BOAT' doesn't prove a cinematic Fort Knox for Metro, there's no justice!"

★

And read every word of this marvelous telegram:

"M-G-M launched the greatest Technicolor musical entertainment in years with 'SHOW BOAT's' first sneak preview at Bay Theatre, Los Angeles. Highest audience reaction in Studio's experience. Kathryn Grayson, Ava Gardner, Howard Keel, Joe E. Brown, Marge and Gower Champion head superb cast and we'll guarantee you never heard the great Jerome Kern numbers sung as you will hear them now. Arthur Freed's glorious production and direction by George Sidney bring superb picturization of famous play with breath-taking vistas of the Mississippi's most romantic era. Get ready. Here comes the 'SHOW BOAT'."

Cast includes Robert Sterling, Agnes Moorehead • Screen Play by John Lee Mahin • Based on the Immortal Musical Play "SHOW BOAT" by Jerome Kern and Oscar Hammerstein, II • From Edna Ferber's Novel

"SHOW BOAT" IS THE "ANNIE GET YOUR GUN" OF 1951!

To Show 'Brave Bulls'

Columbia's "The Brave Bulls" will be shown at the Rivoli Theatre here this evening as part of pre-"Pan American Week" festivities conducted by the Good Neighbors Council.

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To keep you abreast of important tax legislation, Bank of America's Trust Department has prepared a booklet, "Taxes . . . A Claim Against Your Estate." We'd like you to have a copy, without cost or obligation, of course. Just stop in at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today...while you're thinking about it.

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Review

"The First Legion"

(Sedif Pictures—United Artists)

A MATURELY entertaining study of a priest caught in a moral dilemma has been made in "The First Legion." There is a warm and intimate quality to the film which goes behind the walls of a Jesuit Seminary in a rural American community. Charles Boyer plays the Jesuit who is racked by the knowledge that a presumed miracle is actually a hoax, yet is bound to secrecy under the seal of the confessional.

The picture has been designed as popular entertainment, yet since it departs in story substance from the formula, special merchandising might be advisable. Producer-director Douglas Sirk has assembled a fine supporting cast. In the roles of fellow Jesuits are Leo G. Carroll, Walter Hampden, H. B. Warner and George Zucco. A love interest threads in and out of the drama between Lyle Bettger, an agnostic doctor, and Barbara Rush, a crippled young lady. Just so that things never get too somber, William Demarest, as an Irish monsignor, dances around the periphery of the story, poking impish fun at the Jesuit fathers.

Developments get underway when Warner, a priest who had been paralyzed for years, rises from a coma and begins to walk. The event is looked upon as a miracle, and the doctor supports this contention by saying there is no medical explanation for the recovery. Presently, pilgrims seeking "cures" come flooding down upon the seminary from all sections of the country. Alarmed at the proportions the event is taking, and dismayed by the fact that Miss Rush hopes for a "cure," doctor Bettger admits to Boyer that the "miracle" was just a hoax, and that Warner was merely suffering from a psychosomatic ailment which responded to therapy.

The scene in Emmet Lavery's screenplay in which Bettger binds Boyer to secrecy is a little on the haphazard side. Actually, from a Catholic viewpoint the admission was not binding since Bettger declared earlier that he was not going to confession. After some pangs of conscience Bettger allows Boyer to disclose the hoax. However a real miracle does follow when Miss Rush actually walks. Thereby she also cures the doctor of his agnosticism. The story is rounded out by many other dramatic aspects, such as the plans of another priest to leave the order, and Boyer's appointment as rector of the seminary.

Running time, 86 minutes. General audience classification. Release date, May 11.

MANDEL HERBSTMAN

Hayden Admits

(Continued from page 1)

period of "emotional upheaval," touched off largely by his admiration for Yugoslav partisans with whom he served during World War II.

Hayden appeared as the Committee resumed what promises to be lengthy hearings on alleged Communism in Hollywood. Will Geer is billed as the lead-off witness tomorrow.

Tabbed by Committee members as a cooperative witness, Hayden said he had told Committee investigators and FBI agents as much as he could recall about Communist activities in Hollywood, and urged other ex-Communists to come forward and make similar disclosures.

Highlights of the three hours Hayden spent on the stand were these:

He was recruited into the Communist Party in June, 1946 by Bea Winters, then a secretary for the Berg-Allenberg agency and now, according to chairman Wood (D., Ga.) secretary for producer Sam Spiegel.

Persons in his cell included Abe Polonsky and Robert Lees. Asked by Committee counsel Frank Tavenner whether Polonsky was a writer for 20th Century-Fox, Hayden said he did not know. He declared he knew Karen Morley as a Communist because after he quit in mid-December of 1946 she came to him and asked him to reconsider.

He was told by Communist higher-ups "it would be very helpful" if the Screen Actors Giuld could be swung over to supporting the Conference of Studio Unions in the studio strike in the fall of 1946, and a large group met to do this, but was unsuccessful because of the opposition of the board of directors and Ronald Reagan, "a one-man battalion against Communism."

Actors, he said, cannot get any left-wing propaganda into a film.

Niles Urges

(Continued from page 1)

territorial release.

2. That each exchange be supplied with enough prints to assure a reasonably early play-off by each theatre.

3. The prints should be equitably apportioned as between theatre circuits and independent theatres; that is, if there are eight prints of a picture in an exchange, four should be allocated to independents and four to circuits.

4. Pictures sould be priced with an alternate lower price if not played on preferred time.

5. Each Allied member theatre, regardless of its size, should be given a certain number of "first engagements" in its area.

Niles prefaced his concrete program with a review of court decisions outlawing certain types of clearance and charged that the distributors, through print shortages and "availability" were replacing fixed clearances with the "slot system" which condemned independent theatres to a bottom place.

He said that this system, which forced the smaller houses to play old pictures, was "economically unsound."

The major portion of Niles' speech was concerned with non-competitive situations. He said that in clearance areas "each case must be judged on its individual merits" and that distributors are, "generally speaking, showing a disposition to cooperate in such matters."

Other speakers included Arthur Rush, executive secretary of Mid-South Allied; Ray Colvin, executive director of the Theatre Equipment Dealers Association, and Leo Wolcott, board chairman of AITO.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"TOKYO FILE 212"

ALBANY Fox Scr. Rm. 1052 Broadway	Wed. 4/18	8:00	P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Wed. 4/18	2:30	P.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Wed. 4/18	10:30	A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Wed. 4/18	2:30	P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Wed. 4/18	2:00	P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Wed. 4/18	2:00	P.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Wed. 4/18	8:00	P.M.
CLEVELAND Fox Scr. Rm. 219 Payne Ave.	Wed. 4/18	2:30	P.M.
DALLAS Para. Scr. Rm. 412 So. Harwood St.	Wed. 4/18	2:30	P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Wed. 4/18	2:00	P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Wed. 4/18	1:00	P.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Wed. 4/18	2:30	P.M.
INDIANAPOLIS Fox Scr. Rm. 326 N. Illinois St.	Wed. 4/18	1:00	P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Wed. 4/18	2:30	P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Wed. 4/18	2:00	P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Wed. 4/18	2:00	P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Wed. 4/18	2:00	P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Wed. 4/18	2:00	P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Wed. 4/18	2:00	P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Wed. 4/18	10:30	A.M.
NEW YORK RKO Scr. Rm. 1270 Sixth Ave. Preview Rm. B—7th fl.	Wed. 4/18	11:00	A.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Wed. 4/18	10:30	A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Wed. 4/18	1:00	P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Wed. 4/18	2:30	P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Wed. 4/18	1:30	P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Wed. 4/18	2:00	P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Wed. 4/18	2:30	P.M.
SALT LAKE CITY Fox Scr. Rm. 215 E. 1st St. So.	Wed. 4/18	1:30	P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Wed. 4/18	2:00	P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Wed. 4/18	2:00	P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Wed. 4/18	10:00	A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Wed. 4/18	2:30	P.M.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 71 NEW YORK, U. S. A., THURSDAY, APRIL 12, 1951 TEN CENTS

United Artists Buys ELC From Pathe Industries

Deal Effective April 28; Seen As Move To Get Product Supply; Distribution Facilities and Personnel Not Included

The sale of Eagle Lion Classics by Pathe Industries, its parent company, to United Artists was announced here yesterday by William C. MacMillen, Jr., president of ELC and vice-president of Pathe Industries.

No details of the deal were disclosed officially by either side pending the scheduled return to New York today from Hollywood of Arthur B. Krim, UA president. On consummation of the deal yesterday, Krim immediately sought plane transportation to New York and is scheduled to meet the press in his UA office here today. He had gone to the Coast 10 days ago to line up new product to complete UA's release schedule for the last half of this year and to negotiate deals with producers for the 1952 lineup. His original schedule called for his presence in Hollywood for another three or four weeks.

While MacMillen's announcement stated that the deal will become effective April 28, other sources said that certain conditions remain to be fulfilled in the interim before the takeover actually can be effected.

It was learned that the deal primarily is a product supply move on the part of UA, one source declaring that UA is not buying the ELC physical distribution setup nor is it taking over ELC's sales personnel.

"What disposition is made of the distribution organization and facili-

(*Continued on page 6*)

U. K. Theatre 'Strike' Vs. Taxes Urged

CEA Head Asks One-Day Closing As Protest

By PETER BURNUP

LONDON, April 11.—The closing of all theatres in Britain in a one-day token strike against the increase in the already high entertainment tax called for in the government's new budget, was proposed today by Harry P. E. Mears, president of the Cinematograph Exhibitors Association.

The increased tax is based on an extension of the Eady Plan for providing production financing. However, in launching that plan, Sir Wilfrid Eady himself emphasized that it was to be a voluntary levy on the part of exhibitors and agreed that it was to be temporary only.

The original plan provided that the

(*Continued on page 5*)

Ia.-Neb. AITO OK's Arbitration Plan

DES MOINES, April 11.—Arbitration as a procedure to solve clearance problems in big cities was approved today by the Iowa-Nebraska Allied Independent Theatre Owners annual convention at the Hotel Savory here.

The resolution, based on yesterday's address by Charles Niles, Allied na-

(*Continued on page 2*)

RKO's 'MacArthur Story' in Release

RKO's "The MacArthur Story," a roundup of the military career of General of the Army Douglas MacArthur, has been rushed into release by RKO Pictures with the news of his dismissal by President Truman.

The This Is America two-reel subject has been in preparation since last September, and was scheduled for general release in two weeks.

It was produced by Jay Bonafield and was written by Richard Hanswer, the RKO statement announced.

Testimonial To Balaban

Barney Balaban, president of Paramount Pictures, will be honor guest at a testimonial dinner to be sponsored by his friends in the industry and by his neighbors in Westchester, at the Hotel Commodore here on Saturday evening May 26.



Barney Balaban

The testimonial is a tribute to Balaban's public - spirited leadership in philanthropic, patriotic and cultural activities. Beneficiary of the dinner will be the Westchester Jewish Center's Community House

(*Continued on page 5*)

TOA Statement on Coy Meet Due Today

WASHINGTON, April 11. — Spokesmen for the Theatre Owners of America met with Federal Communications Commission chairman Wayne Coy today to clarify the status of exhibitors under the FCC's recent report on licensing policy, but at the end of the day the results were still unknown.

TOA officials promised a statement

(*Continued on page 6*)

'Red' Probe Strikes 'Unfriendly Two'

WASHINGTON, April 11. — The House Committee on Un-American Activities today took a new tack in its current hearings on Communist activity in Hollywood when it pressed two "unfriendly" witnesses on whether they had ever been questioned on their political affiliations by any of their industry employers. This was the first time the Committee did any prolonged questioning on this topic.

Robert Lees said he had never discussed this with the directors or producers for whom he had worked. Will Geer said one industry official had once questioned him on the subject, but indicated the questioning was superficial.

Both Lees and Geer refused to answer questions on whether they were members of the Communist Party and their affiliation with organizations listed by the Committee in its guide to subversive organizations. Geer

(*Continued on page 6*)

Trust Laws Lax: Arthur; Too Tough, MPAA Feels

WASHINGTON, April 11.—Rep. Hinshaw (R., Calif.) today called on the Justice Department for stricter enforcement of the anti-trust laws against the major motion picture companies.

He made the statement in inserting in the Congressional Record a long letter from Harry C. Arthur, Jr., of Fanchon and Marco, blasting the Anti-Trust division generally and the Paramount consent decree specifically.

Hinshaw said Arthur's letter called

(*Continued on page 4*)

WASHINGTON, April 11. — Congress was warned that enactment of a pending bill to give plaintiffs more time to file private treble damage anti-trust suits might triple the number of suits against the film companies and bring them to the point where they would "exceed the capital and surplus of the companies."

The warning came from Kenneth Royall, representing the Motion Picture Association, in testimony before the House Judiciary sub-committee in

(*Continued on page 4*)

Skouras Says No TV Films for 20th-Fox

Spyros P. Skouras, president of 20th Century-Fox, denied yesterday that 20th planned to enter distribution of films for television, or is negotiating for the television rights to a number of British pictures.

A spokesman for the company confirmed last Friday that 20th had under consideration a deal to acquire 65 British films for distribution in the TV field. Skouras's statement above obviously indictates that no deal will be made.

Personal Mention

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, is due to return here tomorrow from Boston.

•

GEORGE BREAKSTON, accompanied by IRENE BREAKSTON, associate producer of Breakston-Stahl Productions, flew to Hollywood from New York yesterday. C. RAY STAHL and his bride, MARTHA HYER, left here yesterday by plane for Dallas.

•

ROBERT FLAHERTY has been awarded the decoration of the French Legion of Honor with the rank of chevalier for his "outstanding services in the cause of science and art in the cinematographic field."

•

WALTER L. TITUS, JR., Republic district manager, arrived in Pittsburgh yesterday from New York and will remain there for the balance of the week before departing for Indianapolis and Cincinnati.

•

FRANCIS HARMON, Motion Picture Association of America vice-president, is due to return here on Monday from Miami after convalescing from an illness of several months' duration.

•

HAROLD SALEMSON, Eastern advertising-publicity representative for Robert Stillman Prod., returned here yesterday from Waycross, Ga., and will leave today for Chicago.

•

LOUIS ASTOR, Columbia home office representative, has arrived in San Francisco from New York and is scheduled to leave for Los Angeles on Friday.

•

L. E. GOLDHAMMER, Allied Artists Eastern district manager, left here last night for Washington and is due to return over the weekend.

•

NATE J. BLUMBERG, Universal president, is due back in New York from Europe at the end of the month. He is in France at present.

•

JACK GLENN, president of the Screen Directors Guild, has returned here from a March of Time assignment in Washington.

•

PAUL ROTH, publicist, is due to return here from abroad today on the *S.S. America.*

•

OLIN H. CLARK, Eastern M-G-M story head, is vacationing at Pinehurst, N. C.

•

J. CHEEVER COWDIN has returned here from the Coast.

Mother of Art Moger

Services for Mrs. Jacob Moger, 68, mother of Art Moger, Warner Brothers field man in Boston, will be held today at the Schlossberg Funeral Parlor, Dorchester, Mass, the company reported here yesterday. Mrs. Moger died of a heart attack yesterday. She is also survived by another son, Nat.

'Essential' Appeal Awaits Gov't Form

Washington, April 11.—The U. S. Commerce and Labor Departments are now preparing a form to be filled out by industries wishing to appeal from having been dropped from the essential activities list, and the Motion Picture Association of America's protest is now waiting on completion of this form.

Officials said that it would be pointless for any industry to file its appeals until the form is ready. The form should be ready in a few days.

Seadler, Rodgers At Press Tribute

Silas F. Seadler, advertising manager of M-G-M, will be chairman and master-of-ceremonies at a luncheon tribute to be given to the industry's trade press on Wednesday, April 18, by the Associated Motion Picture Advertisers. William F. Rodgers, Loew's distribution vice-president, will be the principal speaker at the luncheon, to be held at the Hotel Piccadilly here.

Harry K. McWilliams, AMPA president, in a letter to members of the organization, declared that, "Every man and woman engaged in motion picture advertising, publicity or exploitation knows how indispensable is the role played by the trade press; how vital to our success is the work of the men who write, edit and publish our business papers and magazines."

Advance Sale for 'Hoffman' Heavy

Advance sales for "Tales of Hoffman" at the Bijou Theatre here continued to run ahead of the capacity audiences attracted throughout the first week of the picture's engagement, according to Lopert Films, distributor.

The picture opened a week ago with an advance sale of $82,400 already made. Daily advance sales since have averaged $5,000. Thus with a capacity playoff of $3,000 daily, the advance sale at the end of the first week has mounted to more than $90,000 as of now, the company said.

Eitreim an Exhibitor

MINNEAPOLIS, April 11.—Kenneth J. Eitreim, former salesman at the RKO Radio Sioux Falls branch, has acquired the Rex Theatre at Woonsocket, S. D., and is now operating the stand. He secured it on a high bid. The Rex was formerly owned by the late Amy Zimmer. whose will left it in trust with a bank directing income from the Rex be divided among two daughters of her son, N. J., who operates the Grand at Howard, S. D.

Amy H. Croughton, Critic

ROCHESTER, N. Y., April 11.—Amy H. Croughton, motion picture critic of the *Rochester Times Union* for 29 years, died yesterday at Genesee Hospital.

AITO Meet

(*Continued from page* 1)

tional treasurer, favored the plan of arbitration which, Niles said, would be submitted to the national Allied convention for its approval.

Trueman T. Rembusch, Allied president, in his address to the convention, blamed distributors for what he called their "penalty selling of pictures," which he characterized as the "cancer of the industry." He declared that in the past nine months box-office receipts have dropped from 10 to 40 per cent. Despite this, he said, distributor receipts have shown "substantial increases."

Rembusch told of efforts that national Allied is making to obtain theatre television. And in dealings with film salesmen, he suggested the use of wire recordings by exhibitors in their transactions. This, he said, would be proof in case of law violations by salesmen.

Today's final session, attended by more than 500 exhibitors, also unanimously approved Niles' five-point plan on clearances for smaller, non-competitive situations. The group also endorsed the proposed film festival and all projects of the Council of Motion Picture Organizations.

The present board of 27 directors was renamed and three new members added. The new members are: Wayne Dutton, Manchester; Charles Jones, Elma; and Ben Kubby, Des Moines.

Other speakers included Governor W. S. Beardsley, Abram F. Myers, Allied general counsel, in addition to Ben Berger, North Central Allied director, who was presented with a watch at a banquet tonight at which Roy Rogers and Dale Evans entertained. The convention was adjourned in time to allow delegates to ride in a special parade for Rogers and his wife which occurred in a snowstorm. Despite the weather, thousands lined downtown streets for the parade.

Mayer Warns of 'Lethargy' In Des Moines Address

DES MOINES, April 11.—Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, today warned exhibitors that a lethargy pervades the film industry and that "we are rank pikers when it comes to selling ourselves."

In an address before the convention of the Independent Theatre Owners of Iowa and Nebraska at the Hotel Savory here, he pointed in contrast to the large sums spent on advertising by television companies. Mayer called on exhibitors to help finance COMPO.

Briskin and Para. Sign A New Pact

HOLLYWOOD, April 11.—Paramount has signed a new agreement with Samuel J. Briskin to continue at the studio for five years as a producer. The new contract becomes effective next Aug. 1 when Briskin's present contract expires. Briskin joined Paramount in 1947 when Liberty Films moved to Paramount and until recently he was production assistant to Y. Frank Freeman, Paramount studio head.

Expect Date Soon For UFA Auction

A date is expected to be announced by the Allied High Command in Germany shortly for the auctioning of the UFA film interests, Herbert Tischendorf, head of Herzog Films in Germany, declared here yesterday. Tischendorf, distributor of Goldwyn films in Germany, arrived at the weekend with Leo J. Horster, Goldwyn's representative in Germany. Tischendorf and Horster will leave today for Hollywood for discussions with Goldwyn.

Production in Germany is in poor condition, Tischendorf said, largely because the severe financial restrictions imposed on the banks by the government make money for production scarce.

German producers are interested in designing their product for greater American distribution. With this in mind, Tischendorf said, he will take back a copy of the Production Code for study.

Finalists Named for 'Michael' Awards

Bing Crosby, Perry Como and Tony Martin are finalists in the male vocalist category, radio and television, for a "Michael" award, according to an announcement by United Cerebral Palsy, sponsor of this year's Michael Awards dinner of the Academy of Radio and Television Arts and Sciences. Proceeds of the event will go to United Cerebral Palsy's campaign for funds to provide medical research and open clinics. Finalists for a special citation include Eddie Cantor, Arthur Godfrey, Barry Gray, Bob Hope and Irving Mansfield.

Name Townsend WB District Manager

OKLAHOMA CITY, April 11.—Paul Townsend, veteran of 21 years in the Warner organization, has been promoted to district manager of the Warner Theatre operations in this area, succeeding M. D. Brazee, who resigned last week to join Greater Indianapolis Amusement Co. in Inddianapolis.

Townsend has been manager of the Midwest Theatre here since June, 1946.

Cite Wis. Grosses For 'Mating Season'

MILWAUKEE, April 11.—A first week's gross of $4,385 for Paramount's "The Mating Season" is reported for the Orpheum Theatre, Green Bay, Wis., topping first weeks there for "Branded", "Mr. Music" and "Fancy Pants." The film took in $3,124 for its first four days at the Majestic, Beloit, Wis., topping "At War with the Army" and "My Friend Irma" at the same stand.

License Fee Bill

WASHINGTON, April 11.—A House Appropriations Subcommittee is considering action to force the Federal Communications Commission to charge fees for applications and licenses for television stations and other services.

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AN ORCHID FOR A LADY

From the Editorial Page of the Los Angeles Evening Herald Express



"THE THEME IS AMERICA. Thought, skill, patriotism and high artistry went into 'My Country 'Tis of Thee'. This short film in Technicolor is powerful in its simplicity, the beauty of its technical production, and the idealism of its theme. It is the story of America.

It is the story of a nation founded upon the equality of man.

It is the story of a people who have never faltered in their pursuit of freedom and of their preservation of the faith and beliefs of those who founded America. This is a motion picture with but one theme, one story, one plot—America."



TO BE OFFERED AS AN ADDED ATTRACTION NEXT AT RADIO CITY MUSIC HALL

"MY COUNTRY 'TIS OF THEE"



THE LATEST IN THE CONTINUING PROGRAM
OF PATRIOTIC ENTERTAINMENT PRESENTED BY

WARNER BROS.

PRINT BY TECHNICOLOR

Produced by
GORDON HOLLINGSHEAD

Other important 2-reel Technicolor subjects in the series include: SONS OF LIBERTY ☆ POWER BEHIND THE NATION ☆ MY OWN UNITED STATES GIVE ME LIBERTY ☆ TEDDY THE ROUGH RIDER ☆ LINCOLN IN THE WHITE HOUSE ☆ THE WANDERER'S RETURN

Another Trust Suit Filed in Chicago

CHICAGO, April 11.—The Alex Theatre has filed a $573,000 anti-trust suit in Federal Judge Walter Labuy's Court against Balaban and Katz, Great States, Warner Theatres, Greater Theatre Corp., Savoy Theatre Corp., Loew's, RKO, 20th-Fox, Paramount, Warner, Columbia, Universal and United Artists.

It is charged that from 1938 to 1948 the defendants conspired to monopolize exhibition under the old "Chicago system of release."

Attorneys for the plaintiff are John F. Sullivan and Eugene Oupee.

Oct. 2 Trial Date Is Set For $3,000,000 Action

CHICAGO, April 11.—Federal Judge John Barnes today set Oct. 2 for trial in the $3,000,000 anti-trust suit brought by John R. Thompson, Jr., Henry Henriksen, and the Harris Trust and Savings Bank against Balaban and Katz, Warner, Loew's, RKO, 20th-Fox, Paramount and Vitagraph. The case was filed on Aug. 11, 1950.

Set UJA Plans and Committeemen

The committee for arrangements of the May 3 amusement industry luncheon at the Hotel Astor here for the United Jewish Appeal has completed plans for the affair, Sam Rosen and Abe Schneider, division chairmen, announce.

The committee for arrangements also includes Barney Balaban, Si Fabian, Harry Mayer, Harry Romm, Fred Schwartz, Nate Spingold and Robert Weitman.

WB to Make 'Son o' Guns'

HOLLYWOOD, April 11.—"Sons O' Guns," based on the Broadway musical in which Jack Donahue and Lili Damita were starred, has been announced for production by Jack L. Warner, executive producer of Warner Brothers.



"A natural. Should fare well. Goose-pimple situations!"—Boxoffice

Arthur

(Continued from page 1)

attention to "grave weaknesses and failures in enforcement of the law, manifested by the manner in which the Department is at this time failing to deal adequately with the dissolution of the motion picture trust." The letter, he declared, makes it clear that any current deficiencies in the anti-monopoly field lie not with the laws but with the enforcement.

"This inadequacy of enforcement can be easily, and should be quickly, corrected by the Department," Hinshaw said.

At various phases of the government anti-trust litigation against the industry, Arthur and Fanchon & Marco made efforts to intervene but were uniformly unsuccessful on the ground that they were not parties to the litigation. Most recently, the Federal Statutory Court in New York rejected Arthur's attempt to intervene at the hearing last month on United Paramount Theatres petition in connection with its purchase from Karl Hoblitzelle and R. J. O'Donnell of their half interest in Interstate circuit of Texas.

The Arthur letter, dated March 20, outlined the filing of the government suit in 1938, the 1940 consent decree, the reopening of the suit in 1944, and the Supreme Court decision in 1948. According to Arthur, the Supreme Court laid down the rule that every acquisition made by unlawful methods and practices by the defendants was subject to divestiture.

"Had that mandate been carried out," he wrote, "many of the theatres would have been recovered by former owners and the rest would have come into the hands of a diversity of independent operators. By that method, without a doubt, competition would have been restored and much of the wreckage and ruination caused by the big film companies would have been repaired. But any such wholesome result has been forestalled by further consent decrees between the Department of Justice and the monopoly companies, which represent a surrender by the government of at least 75 per cent of the fruits of the victory in the Supreme Court."

Paramount Decree

Turning to the Paramount decree, Arthur charged that the divestiture provisions were "so heavily loaded with conditions, alternatives, choices, options and qualifications favoring the retention of theatres by Paramount that it amounts to no real requirements at all." Moreover, he said, Paramount is expressly allowed to acquire many theatres, and limitations on the number of theatres to be acquired have already been partially lifted by the government in the Interstate amendment to the decree."

Arthur concluded by specifically suggesting Congress amend the anti-trust laws to provide that no decree should be consented to by the Department of Justice and entered by the court until at least 90 days public notice shall have been given to people affected, and a full and complete opportunity for these people to present their views in court and appeal if their objections are disregarded.

'Teresa' Gross Good

"Teresa," produced by Arthur M. Loew and distributed by M-G-M, grossed an estimated $18,300 in its opening week at the Trans-Lux St. Theatre here.

MPAA

(Continued from page 1)

opposition to a bill that would set up a uniform six-year statute of limitations on private anti-trust suits. At present, state limits govern, and most of these are under six years.

Royall, who will return to the committee for further questioning Friday, said there are now pending against the distributors approximately 110 civil suits by exhibitors. In 15, the amount of damages is not specified, but in the others, the amount of treble damages sought totals approximately $185,000,000. Admitting that this was an "optimistic statement of plaintiffs' counsel," Royall said it also represents claims equal to a large proportion of the assets of all the companies and a much larger ratio of their total net worth." In addition, he declared, there are pending suits by writers, other producers and suits involving advertising material and other matters.

Grand Total

"The grand total is truly enormous, and is growing year by year," Royall said. "The $185,000,000 in theatre suits alone is three times what it was five years ago. The proposed legislation would give even a greater impetus to the growth of this type of litigation and would have a definite and decisive tendency in the next few years to increase both the total number of cases brought and the total damages sought. The amount might well treble again and exceed the capital and surplus of the companies."

MPAA is urging that if Congress enacts any law in this field, it include a three-year statute of limitations. It also opposes provisions of the bill which would make the six-year statute retroactive.

Royall aroused committee interest by hitting out sharply at what he called "an unfortunate practice" in connection with the private suits—the practice of former members of the Justice Department's Anti-Trust Division representing the private plaintiffs and using as part of their case the decrees obtained by the Anti-Trust Division, often by themselves.

He also cited the fact that there is "a similarity of language of treble-damage complaints in cases brought in widely separated parts of the country," with even the same typographical errors appearing.

Another factor to be considered, the committee was told, is that there are constantly changing standards as to what is legal under the anti-trust laws, and that many of the companies against which government decrees have been entered and against which large damages have been recovered were only doing things they thought proper when they did them—things that often were recognized as legal by the government and the courts at the time they were done. He pointed out that block booking had been declared legal by the District Court, that the Supreme Court had earlier upheld price fixing on copyrighted articles, and that the Attorney General had specifically sanctioned at one point uniform nation-wide clearances.

Open UA 'Collarites' Pay Talks Today

Representatives of United Artists and IATSE Motion Picture Home Office Employes Local No. H-63 will meet today for a discussion of proposals for a new union contract for "white collar" workers at the UA home office. The company succeeded during the past year in persuading all unions to withhold their demands for pay increases until UA's financial situation improved. With the company now controlled by the Arthur-Krim-Robert Benjamin-Matthew Fox group, the unions have indicated their intention to start negotiations with UA.

H-63 has disclosed that it will seek from UA at least the 10 per cent pay boost which is permissible under the government's wage-price freeze order.

TV Worries Cited at Colosseum Pay Talks

MINNEAPOLIS, April 11.—David Beznor, general counsel of the Colosseum of Motion Picture Salesmen, said today that negotiators for the distributors have given him this reason for their refusal to meet cost-of living and expense allowance increases demanded by the union: Television is slowly strangling box-office receipts to an extent that causes grave concern for the future.

Representatives of the salesmen's union and the companies are engaging in new-contract talks here with the assistance of a Federal mediator.

MPEA Meets on Italy

The board of the Motion Picture Export Association met here yesterday for a discussion of what was achieved at the exploratory talks which have been held here between representatives of the U. S. and Italian industries. The final meeting between the Americans and the Italians will take place today, and the visitors will leave for Rome on Saturday.

To Honor Ferrer

Jose Ferrer, accompanied by his wife, Phyllis, is due in Puerto Rico on Saturday from New York to accept the Academy Award "Oscar" for the best performance of the year, in "Cyrano."



U. K. 'Strike'

(*Continued from page* 1)

Exchequer would take a half-penny from every penny increase in theatre seat prices, the other half-penny to be shared equally between the exhibitor concerned and the production pool. The new tax increases the levy a minimum of four times without corresponding returns to the exhibitor.

Chancellor Hugh Gaitskell's reference in his budget speech to Parliament to the government being prepared to forego its share of a half-penny from every penny increase in seat prices under the Eady Plan for the greater benefit of producers, remains to be clarified.

Eady Talks

Eady's recent talks with the CEA pre-supposed that the plan would be permanently integrated in the industry's fiscal pattern, but Chancellor Gaitskell acknowledges that this would be impossible without the consent of exhibitors. He states, therefore, that negotiations will be undertaken by the Treasury and Board of Trade with the industry as soon as possible.

Gaitskell added that the necessary adjustments in the tax schedule, which will not become operative until Aug. 5, are dependent upon the forthcoming talks.

Meanwhile, the CEA, led by Mears, is fighting mad. It characterizes the tax increase as an "oppressive measure" against small men.

But little can be done in view of the necessity of meeting the cost of rearmament. Significantly, however, with a general election looming on the horizon, Chancellor Gaitskell did not increase taxes on beer and tobacco.

Meeting Slated

CEA and Kinematograph Renters Society will meet with Eady soon but it is clear that exhibitors will be compelled to make the "voluntary production levy" permanent. Chancellor Gaitskell estimates that in a full year producers will thereby garner an additional $7,000,000. The question is whether the poorer neighborhood theatres are capable of sustaining an additional penny increase in prices.

Balaban Dinner

(*Continued from page* 1)

Building Fund, in which Balaban takes a personal interest.

Leonard H. Goldenson, Harry M. Kalmine and Harry Brandt, chairmen of the testimonial committee, have invited the following to serve with them:

Joseph R. Vogel, Sol A. Schwartz, S. H. Fabian, Fred J. Schwartz, George P. Skouras, Samuel Rinzler, Walter Reade, Jr., Max A. Cohen, Leo Brecher, Edward N. Rugoff, David Weinstock, Solomon Strausberg, Joseph M. Seider, Gus S. Eyssell, A. J. Balaban, Robert Dowling, Michael Ruden, Eric Johnston, Spyros P. Skouras, Nicholas M. Schenck, Ned E. Depinet, Alfred W. Schwalberg, Albert Warner, Jack Cohn, Nate J. Blumberg, Robert S. Benjamin, Herman Robbins, Steve Broidy, Bernard Kranze, Gael Sullivan, Arthur L. Mayer.

Also, Robert M. Weitman, Dr. Allen B. DuMont, Russell Holman, Richard Rodgers, Oscar Hammerstein II, Howard S. Culiman, Clarence Derwent, Bert Lytell, Moss Hart, Richard F. Walsh, James C. Petrillo, John Balaban, Y. Frank Freeman, William J. German, Joseph H. Hazen, Edwin L. Weisl, Charles L. O'Reilly, John D. Hertz, Jr., John Ringling North, Emil Friedlander, Jack Alicoate, Martin Quigley, Abel Green, Ben Shlyen, Jay Emanuel, Charles E. Lewis, Morton Sunshine, W. R. Wilkerson.

RKO RADIO PICTURES, INC.

TRADE SHOWINGS

OF THREE PRODUCTIONS

		"GUNPLAY"	"SEALED CARGO"	"HARD, FAST AND BEAUTIFUL"
ALBANY Fox Scr. Rm.	1052 Broadway	Mon. 4/16 8:00 p.m.	Wed. 4/18 2:30 p.m.	Tues. 4/24 8:00 p.m.
ATLANTA RKO Scr. Rm.	195 Luckie St. N.W.	Mon. 4/16 10:30 a.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.
BOSTON RKO Scr. Rm.	122-28 Arlington St.	Mon. 4/16 10:30 a.m.	Wed. 4/18 2:30 p.m.	Tues. 4/24 10:30 a.m.
BUFFALO Mo. Pic. Oper. Scr. Rm.	498 Pearl St.	Mon. 4/16 10:00 a.m.	Wed. 4/18 4:00 p.m.	Tues. 4/24 2:00 p.m.
CHARLOTTE Fox Scr. Rm.	308 S. Church St.	Mon. 4/16 2:00 p.m.	Wed. 4/18 3:30 p.m.	Tues. 4/24 10:00 a.m.
CHICAGO RKO Scr. Rm.	1300 S. Wabash Ave.	Mon. 4/16 2:00 p.m.	Wed. 4/18 11:00 a.m.	Tues. 4/24 11:00 a.m.
CINCINNATI RKO Scr. Rm.	12 East 6th St.	Mon. 4/16 8:00 p.m.	Wed. 4/18 10:00 p.m.	Tues. 4/24 10:00 p.m.
CLEVELAND Fox Scr. Rm.	2219 Payne Ave.	Mon. 4/16 2:30 p.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.
DALLAS Para. Scr. Rm.	412 S. Harwood St.	Mon. 4/16 2:30 p.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.
DENVER Para. Scr. Rm.	2100 Stout St.	Mon. 4/16 2:00 p.m.	Wed. 4/18 3:30 p.m.	Tues. 4/24 2:00 p.m.
DES MOINES Fox Scr. Rm.	1300 High St.	Mon. 4/16 1:00 p.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.
DETROIT Blumenthals Scr. Rm.	2310 Cass Ave.	Mon. 4/16 2:30 p.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 2:30 p.m.
INDIANAPOLIS Fox Scr. Rm.	326 N. Illinois St.	Mon. 4/16 1:00 p.m.	Wed. 4/18 2:30 p.m.	Tues. 4/24 1:00 p.m.
KANSAS CITY Para. Scr. Rm.	1800 Wyandotte St.	Mon. 4/16 2:30 p.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.
LOS ANGELES RKO Scr. Rm.	1980 S. Vermont Ave.	Mon. 4/16 10:30 a.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.
MEMPHIS Fox Scr. Rm.	151 Vance Ave.	Mon. 4/16 10:30 a.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.
MILWAUKEE Warner Scr. Rm.	212 W. Wisconsin Ave.	Mon. 4/16 10:30 a.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 2:00 p.m.
MINNEAPOLIS Fox Scr. Rm.	1015 Currie Ave.	Mon. 4/16 10:30 a.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.
NEW HAVEN Fox Scr. Rm.	40 Whiting St.	Mon. 4/16 2:00 p.m.	Wed. 4/18 3:30 p.m.	Tues. 4/24 1:00 p.m.
NEW ORLEANS Fox Scr. Rm.	200 S. Liberty St.	Mon. 4/16 10:30 a.m.	Wed. 4/18 2:30 p.m.	Tues. 4/24 10:30 a.m.
NEW YORK RKO Scr. Rm. Preview Rm. B—7th fl.	1270 Sixth Ave.	Mon. 4/16 4:15 p.m.	Wed. 4/18 2:30 p.m.	Tues. 4/24 2:30 p.m.
OKLAHOMA Fox Scr. Rm.	10 North Lee St.	Mon. 4/16 10:30 a.m.	Wed. 4/18 2:30 p.m.	Tues. 4/24 10:30 a.m.
OMAHA Fox Scr. Rm.	1502 Davenport St.	Mon. 4/16 10:30 a.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.
PHILADELPHIA RKO Scr. Rm.	250 N. 13th St.	Mon. 4/16 2:30 p.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 2:30 p.m.
PITTSBURGH RKO Scr. Rm.	1809-13 Blvd. of Allies	Mon. 4/16 1:30 p.m.	Wed. 4/18 3:00 p.m.	Tues. 4/24 1:30 p.m.
PORTLAND Star Scr. Rm.	925 N.W. 19th Ave.	Mon. 4/16 10:00 a.m.	Wed. 4/18 10:00 a.m.	Tues. 4/24 10:00 a.m.
ST. LOUIS RKO Scr. Rm.	3143 Olive St.	Tues. 4/17 2:30 p.m.	Wed. 4/18 11:30 a.m.	Tues. 4/24 11:30 a.m.
SALT LAKE CITY Fox Scr. Rm.	216 East 1st St. S.	Mon. 4/16 1:30 p.m.	Wed. 4/18 3:30 p.m.	Tues. 4/24 1:30 p.m.
SAN FRANCISCO RKO Scr. Rm.	251 Hyde St.	Mon. 4/16 10:30 a.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 2:00 p.m.
SEATTLE Jewel Box Scr. Rm.	2318 2nd Ave.	Mon. 4/16 2:00 p.m.	Wed. 4/18 10:00 a.m.	Tues. 4/24 2:00 p.m.
SIOUX FALLS Hollywood Thea.	212 N. Philips Ave.	Mon. 4/16 10:00 a.m.	Wed. 4/18 9:00 a.m.	Tues. 4/24 9:00 a.m.
WASHINGTON Film Center Scr. Rm.	932 New Jersey Ave.	Mon. 4/16 10:30 a.m.	Wed. 4/18 10:30 a.m.	Tues. 4/24 10:30 a.m.

'Red' Probe

(Continued from page 1)

termed all such questions "hysterical and emotional," pegging his refusal to answer on "my rights under the Fifth Amendment"—the protection against self-incrimination. Lees invoked the First and Fifth Amendments and said his answers might tend to incriminate him.

After persistent questioning by committee counsel Frank Tavenner on whether he had ever been asked by any industry official about his "alleged activity in Communist front organizations," Geer admitted that one person had asked him but that the person had also said "he didn't believe everything he read." Later he added that "perhaps one director" had asked him what he was and he had replied that he was "a conservationist." Geer said he couldn't recall the director's name.

Lees, who told the Committee he had written several Abbott and Costello films, said he had never been questioned by any employer about the Communist Party or Communist front organizations and that he had never been refused a job on grounds of political affiliation.

First witness scheduled for tomorrow is Richard Collins, who promises to be a "cooperative" witness. J. Edward Bromberg was also slated to appear tomorrow, but his attorney asked the Committee to vacate his subpoena on the grounds Bromberg had suffered a heart attack within the past month and had been advised by his physicians that an appearance before the Committee could bring on another. Committee Chairman John Wood (D., Ga.) said the Committee would make an investigation of its own to determine whether Bromberg is able to appear, and meanwhile extended the subpoena.

Also supposed to appear today was Marc Lawrence. His attorneys informed the Committee that Lawrence is in a California sanitarium with a mental and physical breakdown, but that if he could be questioned on the Coast, he was "prepared to answer all questions completely and honestly."

After the hearings, Rep. Velde (R., Ill.) said it was up to the studios themselves now to question the witnesses who refused to talk.

Hayden Testimony Has Employment Repercussion

HOLLYWOOD, April 11.—Bea Winters, named by Sterling Hayden as the person who recruited him to Communist Party membership, has been notified by Horizon Pictures, which employed her as a stenographer several months ago, that she is not to report for work "until the thing has been cleared up." Abe Polonsky, also named, who has been working on "The Long Green" script for 20th Century-Fox on a week-to-week basis, has not been available for comment and the studio has issued no statement with respect to his status so far.

Paramount, for whom Hayden recently appeared in "Flaming Feather," said the actor's testimony will not affect its release.

Meanwhile, Hayden returned to work today in "Skid Row," an Anson Bond independent production for 20th Century-Fox release. Bond issued the following statement, "Any motion picture producer must be regulated in his decisions by public opinion, and obviously public opinion expressed in the press coincides with that of Representative Moulder of the House Un-American Activities Committee that Sterling Hayden is an intensely loyal American citizen, and as such we are happy to welcome him back to our picture."

ELC Is Sold to UA

(Continued from page 1)

ties is up to Pathe Industries, not to UA," this source stated.

The deal does include the pictures held by and committed to ELC, however. This apparently solves UA's immediate problem of product supply and constitutes a successful consummation of efforts in this direction which started in February immediately following the take-over of UA management by the Krim-Robert Benjamin-Matthew Fox group. At that time, talks were initiated looking to either a take-over of the recently formed Lopert Film Distributing Corp. or of a substantial portion of its product. No agreement could be reached then, however.

There was no official information on the price to be paid Pathe Industries for ELC. The deal was negotiated for UA entirely by Fox, who was described as having raised the money required from "interesting" but otherwise unidentified sources.

The deal came not only as a surprise to the industry but also to many officials of both UA and ELC. The negotiations were of short duration, reportedly having been initiated only last week, and were confined almost exclusively to Fox, on the one hand, and to MacMillen and Kenneth Young, Pathe Industries president, on the other. It was reported that Robert R. Young, majority owner of Pathe Industries, came to New York from Palm Beach, Fla., for one day to approve the basic proposals.

MacMillen's Announcement

MacMillen's announcement stated that "Pathe will henceforth concentrate its motion picture activities in Pathe Laboratories, Eagle Lion Studios, 16mm. distribution through its subsidiary, Pictorial Films, and the promotion of its inventory of feature films . . . also, Pathe will shortly announce plans for entering the television industry," MacMillen said.

There was no elaboration of what MacMillen meant by future concentration on the "promotion of its inventory of feature films," but trade conjecture was that he referred to films produced in earlier years by ELC which may not be included in the deal. UA, it is assumed, will get all current or un-released ELC films of its choice.

It was apparent from MacMillen's statement that the Eagle Lion studio, now a rental lot, is not included in the deal. The ELC president gave no inkling of what is planned for home office executives and other personnel, many of whom were given new posts only recently, such as Bernard Kranze, distribution vice-president; Milton Cohen, general sales manager; Howard LeSieuer, advertising-publicity director, and recent appointees of theirs. Several, however, stating that they had not been given any inkling of future plans, said they assumed their employment would be terminated.

Eagle Lion figured in an abortive merger with Film Classics last year which, while it actually was consummated to all intents and purposes, was contested at length over alleged nonperformance of details. MacMillen told the industry press only recently that ELC was "in the black" and hoped to continue to improve its financial position over a lengthy stretch with the aid of innovations in distribution and other economies.

Fox and Benjamin declined to comment on the deal yesterday in view of today's scheduled press conference with Krim. Fox had been scheduled to join Krim on the Coast this week to aid in the search for new UA product. Delaying his departure, Fox apparently found all the product UA can use this year, or longer, right in New York.

HOLLYWOOD, April 11.—United Artists president Arthur Krim left here by plane tonight for New York.

UA Sets Four New York Openings Within 4 Weeks

Starting with "The Man from Planet X," United Artists has set openings within the past four weeks in Broadway first-run theatres, for "The Scarf," at the Park Avenue Theatre; the world premiere of "The First Legion," at Loew's State and "Try and Get Me," at Brandt's Globe Theatre.

ELC-Argentina Deal Calls for 15 Films

Eagle Lion Classics is the second U. S. company to sign a deal with the Argentine government for the importation of films and will supply 15 pictures, some British-made, for the market. Last June, United Artists signed a similar deal, under which little if any dollar return will be permitted under present currency restrictions, and is releasing a total of 17 films. Major U. S. companies have not sent any new pictures to Argentina since the restrictions were imposed.

A shortage of ELC product available for reissue was the chief reason for the deal, Sam Seidelman, ELC foreign sales head, said here yesterday. Other companies, established longer in Argentina, had a larger back-log of films already on hand, he said, while ELC had only 26 pictures in the country.

Seidelman said the 15 films will be drawn from ELC's regular release list. Already released are "Tulsa," "Quartet" and "The Black Book," retitled as "The Reign of Terror." "Red Shoes" will be released there in a few days and all of the 15 films should be in general release within six to eight months, it was said.

Newsreel, Video Ban Still On at Hearing

WASHINGTON, April 11.—Specific announcement was made at the opening of today's House Un-American Activities Committee's hearings that "for today" there would be no cameras permitted other than still cameras. Yesterday, without the Committee's knowledge, a portable television camera was used to film Sterling Hayden's testimony. The proceedings were not shown on television simultaneously, but the film was shown last night on several networks. Newsreel photographers especially protested, and when the television photographer showed up again today, Committee counsel Frank Tavenner said he would not be allowed to shoot.

Tavenner made it plain the ruling stood only for today, and that the Committee was prepared to review the question.

TOA, NPA to Meet Today

WASHINGTON, April 11.—A Theatre Owners of America delegation will meet with National Production Authority officials tomorrow to protest against illegal theatre building.

Originally, executive director Gael Sullivan and his committee was slated to meet with NPA administrator Manly Fleischmann. However, Fleischmann said he would only have to refer them to construction controls division chief Rufe Newman, so the TOA group will take their complaints directly to Newman.

TOA on FCC

(Continued from page 1)

"definitely tomorrow." The inference was that they were unable to clear the statement today.

At one point in the day it seemed that the TOA spokesman had won major concessions from the FCC—at least, one of the TOA officials implied as much. But some question was raised later about this when Coy said he could not say anthing and "at no time will I say anything about what I told them."

The TOA delegation consisted of executive director Gael Sullivan, television consultant Nathan Halpern and television attorney Marcus Cohn. They had a lengthy session with Coy in the morning, and apparently spent the rest of the day trying to clear the statement.

Meanwhile, Senator Wiley (R., Wisc.) let loose with another blast at the Commission, attacking the attempt "to browbeat the motion picture industry so as to force it to allow its stars to appear on television and to force it to sell its movies to television."

In a statement inserted in the Congressional Record, Wiley said that not only the Hollywood producers were involved but some 17,000 theatres throughout the country, mostly small businesses. "The FCC should not so lightly consider a grave action which might, in effect, close down some or all those theatres," the Wisconsin Republican declared.

SAG's Reagan Congratulates Hayden for Honesty

HOLLYWOOD, April 11.—Commenting on Sterling Hayden's testimony before the House Un-American Activities Committee, Screen Actors Guild president Ronald Reagan said, "SAG congratulates Sterling Hayden on his honesty and frankness. His testimony confirms the fact that the SAG, with the full support of more than 98 per cent of Hollywood actors, defeated Communist Party attempts to use the guild for Communist aims."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 72 NEW YORK, U. S. A., FRIDAY, APRIL 13, 1951 TEN CENTS

ELC Deal Will Put U. A. 'In Black' Immediately

Solves Company's Product Requirements for 1951; Eliminates Need for New Financing—And Accomplished Without Cash Payment

The purchase of Eagle Lion Classics, effective April 28, will put United Artists into the black immediately; will eliminate UA's need of new financing to meet losses from recent and current operations; will satisfy the company's product requirements for the last half of this year, and will free the administrative heads of UA from what would have been unlimited attention to these heretofore urgent problems, thus permitting them to devote their major attention to more careful planning for the company's operations in 1952 and thereafter.

Moreover, UA's purchase of ELC was concluded without any cash outlay.

The foregoing aspects of the deal were related to the press here yesterday by Arthur B. Krim, UA president; Matthew Fox and Robert Benjamin, Krim's associates in the new UA management; William Heineman and Max Youngstein, vice-presidents, and Seymour Peyser, general counsel.

Noting that they were pledged to secrecy by Pathe Industries' officials, the ELC parent company which made the sale, the UA executives declined to answer questions concerning the purchase price. Trade estimates, however, place it variously at between $2,000,000 and $2,500,000.

Fox, who engineered what is quickly coming to be regarded in the trade as one of the most spectacular and interesting deals to be consummated in the industry in many years, told the press that it was "not a cash deal" but that "the committment is, of course, properly secured." He said UA has three

(*Continued on page 4*)

ELC Sales Force Dropped; Kranze, Cohen May Join UA

Eagle Lion Classics district and branch managers across the country were advised in telegrams sent yesterday by company president William C. MacMillen, Jr., that they and their sales forces were relieved of their positions, effective immediately, in consequence of the sale of ELC to United Artists.

Meanwhile, Bernard G. Kranze, ELC distribution vice-president, and Milton E. Cohen, general sales manager, cut short field tours they had been conducting and returned to New York yesterday. It was reported that either or both may join UA as sales executives un-

(*Continued on page 4*)

ELC Deal Does Not Change Plans: Krim

United Artists' purchase of Eagle Lion Classics, while taking care of immediate problems and goals, does not change UA's long range goal of lining up a minimum of 24 "A" productions for release next year and re-establishing the company as a specialist in quality product, Arthur B. Krim, president, told a trade press interview here yesterday.

"The ELC deal fits into the first phase of our program, which is to stem the losses the company has been experiencing and turn it into a profit without waiting for new product to get into distribution," Krim said.

"While the deal is very important to us," he added, "it does not change our permanent goal in any way, nor does it have any effect whatever on

(*Continued on page 4*)

FCC Retreats On 'Films for TV' Statement

Now Says Film Industry Should Make TV Shorts

WASHINGTON, April 12.—The Federal Communications Commission now says it was referring to films specifically produced for television when in its recent licensing policy statement film companies were warned to make their films, stars and stories available for TV.

This "clarification," made by chairman Coy to a Theatre Owners of America delegation, specifically exempts exhibitors applying for TV facilities from provisions of the policy statement. Furthermore, Coy said the policy statement has no connection whatsoever with the coming theatre TV hearings.

Today's statement was not a 100 per cent retreat from the previous FCC stand—it did not get the producers completely out from under the Commission's frown. But it was considered to be a 100 per cent victory

(*Continued on page 3*)

Film Finance Corp. Investments Were $15,362,239 in '50

LONDON, April 12.—The Film Finance Corporation's report for the year ending March 31, 1951, disclosed that advances for film production were made totaling $15,362,239, including $8,400,000 advanced to British Lion, of which $1,394,224 has been repaid.

The report stated that provision had been made for a possible $2,800,000

(*Continued on page 3*)

N. J. Allied Seeks Pricing Speed-Up

New Jersey Allied will address a communication to distribution sales managers asking that their pricing of pictures be accelerated, Wilbur Snaper, organization president, reported here yesterday.

Snaper said it was "imperative that film companies price pictures correctly with much more speed than they have, so that theatre owners may buy sooner and thus be able to take advantage

(*Continued on page 4*)

Collins Names 17 'Reds' in Industry

WASHINGTON, April 12.—Screen writer Richard Collins, who admitted he had been a Communist Party member for nine years, today gave to the House Committee on Un-American Activities the names of 17 industry

(*Continued on page 21*)

COMPO Support Spurts; Seen 'Set to Go' Soon

A new enthusiasm for the goals of the Council of Motion Picture Organizations is being manifested by exhibitors throughout the country in the form of spirited messages urging the need for early activation of its program, accompanied by contributions which, when duplicated by distributors, will aggregate a substantial sum, Robert W. Coyne, special counsel for COMPO, reported yesterday.

Locally, a campaign has been inaugurated by Robert J. O'Donnell, COMPO treasurer, to stimulate payment of COMPO dues by national circuits with headquarters here and among operators of large independent

(*Continued on page 4*)

National Paramount Sales Meet April 26

Paramount will hold its annual national sales meeting on April 26-28 at the Warwick Hotel, New York, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Scheduled to attend the session are home office and studio executives, division and branch managers and the company's special field representatives.

Product discussions will include an analysis of films from a merchandising standpoint.

NPA Hints Tighter Curbs on Building

WASHINGTON, April 12.—Rufe Newman, head of the National Production Authority's building controls section, told Gael Sullivan, executive director of the Theatre Owners of America, and TOA Washington representative A. Julian Brylawski that still tighter curbs are being considered on theatre building. The TOA officials gave Newman detailed complaints from TOA members against illegal theatre

(*Continued on page 21*)

MacArthur Story in Current Newsreels

The major newsreels yesterday had in many theatres the story of President Truman's dismissal of General MacArthur. Also in the reels was the story of Truman's address to the nation Wednesday night. The story was carried by Telenews Digest over television yesterday and a more comprehensive coverage will be contained in the Telenews reel reaching theatres today.

All of the major reels released the film as a full special.

London Lights Up For 'Hornblower'

LONDON, April 12.—Glamor-starved London turned out here tonight for the opening of "Captain Horatio Hornblower" at the Warner Theatre in Leicester Square as the government gave special permission to floodlight the theatre's facade, after a winter-long ban on all external lighting.

The occasion became London's most orchidaceous since the Royal Performance of "The Mudlark" last November. The presence of Princess Margaret brought thousands to the streets and required special police reinforcements. Accompanying the Princess were Lord Mountbatten and his wife.

Also attending were "top brass" from the Royal Navy and the American fleet, including Lord Fraser, First Sea Lord, and the complete London staff of the U. S. Navy. Others were Mrs. Clement Attlee, Ambassador Walter Gifford and half of London's diplomatic corps.

All proceeds from tonight's showing of the Warner production will go to King George's Fund for Sailors.

Critics gave the picture "rave" reviews, describing it as a superb example of Anglo-American cooperation. Many said if this be how Hollywood operates in Britain, let Denham become a Los Angeles suburb, or vice versa. Even newspapers, jaundiced by the appointment of an American admiral to the Atlantic command, concede that Gregory Peck, the film's star, gives Britian back its navy.

RKO and Rathvon In Deal for Film

Conclusion of a deal whereby RKO Pictures will distribute "Happy Go Lucky," which was produced by Marcel Hellman in Britain, is announced by Ned E. Depinet, RKO Pictures president, and N. Peter Rathvon, who financed the production.

11th Chicago Drive-in

CHICAGO, April 12.—Another Chicago area drive-in will open tomorrow, the ABC at 147th Street and Western, the 11th outdoor theatre now in operation here. It will play first-run single features.

Personal Mention

JAMES MULVEY, president of Samuel Goldwyn Productions, is due to return to his office here on Monday from Florida.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, accompanied by JEROME M. EVANS, home office exploitation representative, were in Washington yesterday from New York.

•

FRED QUIMBY, head of M-G-M short subjects and producer of M-G-M cartoons, plans to remain in Europe for a month after the end of the United Nations Film Conference tomorrow.

•

MORI KRUSHEN, United Artists exploitation manager, is in Pittsburgh from New York.

•

RICHARD A. HARPER, M-G-M circuit sales representative, is due to leave here Tuesday for Gloversville, N. Y., for conferences with Schine executives.

•

DAVID DIAMOND, producer, has arrived here by plane from England and leaves for Washington soon.

•

ARCH OBOLER, producer-writer, director, is scheduled to arrive here Monday from Hollywood.

GAEL SULLIVAN, executive director of the Theatre Owners of America, returned here yesterday from Washington.

•

MRS. ALICE THOMPSON, publisher and editor of *Seventeen* magazine, is scheduled to address the Women's Advertising Club of St. Louis on Monday.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, head of M-G-M's exhibitor relations department, is due to speak today before the Rotary Club at Sanford, Me.

•

STAN LAUREL is due to sail from Cherbourg, France, for New York on Saturday aboard the S. S. *Queen Elizabeth*.

•

LES KAUFMAN, West Coast representative for Santana Productions, is in New York on business.

•

HARRY LEVINE, talent booker for United Paramount Theatres, has left here for Chicago and the Coast.

•

EDWARD SMALL, producer, is due to arrive here on Monday from the Coast.

•

HARRY GOLDSTEIN, Allied Artists exploiteer in the East, has returned to New York from Washington.

Settle $11-Million In Trust Actions

Over $11,000,000 worth of anti-trust suits brought by exhibitors against distributors were reported yesterday to have been settled out of court recently.

One of these actions, brought in November, 1949, by Ancore Amusement Corp. in U. S. District Court here, sought $9,124,500 treble damages from distributors and certain circuits for alleged violation of anti-trust laws.

The other settled suit was filed in the same court in June, 1949, by Beathcorp, Inc., against distributors and some exhibitors and sought $2,250,000 treble damages for alleged anti-trust violations.

Both actions were settled by stipulations executed by attorneys for the respective parties, and the actions were dismissed without prejudice.

FPC Added 15 New Theatres in A Year

TORONTO, April 12.—Famous Players Canadian Corp. in the past year added 15 new units, six regular theatres and nine drive-ins, it was announced here by J. J. Fitzgibbons, FPC president. With the completion of five more regular theatres, FPC's postwar construction program will be accomplished.

The company's net for 1950 totaled $3,529,514, an increase of $457,000 over 1949, it was said. Total assets are $29,000,000; earned surplus was listed at $16,636,000.

Arnall Sees McGrath, 'Nothing Specific'

WASHINGTON, April 12.—Attorney General McGrath said today that Ellis Arnall, president of the Society of Independent Motion Picture Producers, had "no specific complaints or requests" when he called at the Justice Department yesterday.

Arnall had said in New York on Tuesday that he had made a date to meet with the Attorney-General in Washington for a discussion of the extent to which the "delays" in divorcement have, as he described it, dissipated many of the benefits which originally were expected from the consent decrees.

Arnall did mention that "his clients had a continuing interest in our film suits," McGrath declared, but added that "he did not get specific at all—it was mostly social."

McGrath said he suggested that Arnall stop in and get acquainted with anti-trust chief H. Graham Morison, but didn't know whether he had.

Pickman to Canada

In line with his recently-announced policy of getting out into the field frequently, Jerry Pickman, Paramount's national director of advertising-publicity, is due to leave for Canada today to meet with Dominion exhibitors. Pickmen will spend the weekend huddling with Dave Griesdorf and Larry Graburn of Odeon Theatres, J. J. Fitzgibbons and James Nairn of Famous Players Canadian Corp.

'Cyrano' Promotional Unit Due for Europe

George J. Schaefer, president of the Stanley Kramer Distributing Corp., will supervise the creation of a special publicity, exploitation and advertising unit to handle "Cyrano de Bergerac" in England, France and Germany, he reported here yesterday.

He will leave here Sunday by plane to undertake this task and to set up sales policies.

NEW YORK THEATRES

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SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR
"FATHER'S LITTLE DIVIDEND"
A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

Paramount presents THE **MATING SEASON** starring GENE TIERNEY • JOHN LUND MIRIAM HOPKINS • THELMA RITTER JAN STERLING • A MITCHELL LEISEN Production
IN PERSON RAY ANTHONY • MEL TORMÉ HIS TRUMPET AND ORCH. plus PEIRO BROS. Extra! LARRY STORCH
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

16th record week!
BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street



Brandt's **MAYFAIR** 7th Ave. & 47th St.

"Producer has dealt himself aces back-to-back! Genuine suspense, solid impact!"—MP Herald

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Film Corp.

(*Continued from page* 1)

British Lion loss and a possible loss of $1,400,000 for other companies.

During the year advances were made on 38 films, nine through loans to distributors and 29 through loans to producers. A total of 101 films have been assisted through production loans since the government corporation was established.

J. H. Lawrie, FFC managing director, estimated that $1,400,000 is likely to be repaid during the current year but he said, "Funds are running out again, although there is enough left to finance likely projects until well into the summer."

He added, however, that "unless money is made available when present funds are fully invested the corporation very soon will be compelled to reject most applications irrespective of merit."

Report Claims

Lawrie's report claimed the corporation eliminated much production extravagance and also improved budgeting and cost-control methods. He said that restrictive practices of the technicians' union keep up costs and added that costs cannot be reduced much further without damage to quality.

The report said that of 26 government-assisted films now completing release, 12 are likely to make profits. Lawrie defended the group production scheme and denied the allegation that the scheme means the end of independent production outside the group.

The report agreed that the gap between ordinary production costs and box-office receipts is still wide but claimed that the Corporation's cost-control and new methods of financing "should make film production once more an attractive field for the private investor."

The report concludes by emphasizing the statement made in last year's report that "whatever the corporation may be able to do, its financial operation cannot be more than a measure of expediency. Lending money won't bridge the gap between income and expenditure."

Need More Money

At a subsequent interview today, Lawrie agreed that if the government wants the film financing experiment continued more money must be provided. He refused to anticipate the government's decision in this regard but emphasized the Budget's extension of the Eady plan and enlargement of the production pool. Many observers here think the government will ultimately integrate the Eady pool with the FFC.

Lawrie concluded the press conference by saying, "We can do a great deal to keep costs down but there's no way to compel audiences to see the pictures we help."

FCC Postpones Dates

WASHINGTON, April 12.—The Federal Communications Commission has postponed several of the dates in its proceedings on reallocation of the VHF and allocation of UHF television channels. The date for filing comments has been put off from April 23 to May 7. Replies can be filed until May 22 rather than May 8 and the hearing will be held on June 11 rather than May 23.

Second Mono. Regional Sales Meeting Set for April 27-28

Monogram will hold its second regional sales meeting at the Broadmoor Hotel, Colorado Springs, April 27-28, it was announced yesterday by general sales manager Morey Goldstein.

Branch managers, salesmen and bookers from West of Chicago will attend. Harold Wirthwein, Western sales manager, will be accompanied by his contract manager, Si Borus. Mel Hulling, Coast district manager and Howard Stubbins, West Coast franchise holder, will also attend. Goldstein, who will preside at the meeting, will leave here on April 23 with stopovers in Chicago and Denver.

Steve Broidy, president, and vice-president Harold J. Mirisch will address the meeting.

Broidy, Mirisch to Milwaukee For Charles Trampe Services

Steve Broidy, president of Allied Artists and Monogram, and Harold Mirisch, vice-president, left here last night for Milwaukee, where they will attend funeral services for Charles Trampe, company franchise holder in the Milwaukee territory and head of the franchise holders committee.

Trampe died Monday morning following a lingering illness. The services will be held today. Broidy and Mirisch will return to New York over the weekend.

Mono.-Allied Artists to Issue 'Streamlined Press Books'

Following a series of meetings here with Morey Goldstein, Monogram-Allied Artists general sales manager, John C. Flinn, advertising-publicity director, announced yesterday that in the future the companies would issue streamlined pressbooks.

"There'll be no more eye wash, but a special emphasis will be placed on exploitation to help the exhibitor get more patrons into his theatre." "In this manner," Flinn added, "we'll be able to devote more time and preparation to our supplementary sections aimed at the drive-in theatres and for sectional campaigns."

Change of Name for Rank Unit in Canada

TORONTO, April 12.—The latest reorganization move in the J. Arthur Rank organization in the Dominion is the change in company name of Eagle-Lion Films of Canada, Ltd., to J. Arthur Rank Film Distributors (Canada) Ltd.

The change announced by general manager Frank H. Fisher is intended to remove the confusion in connection with the release of Eagle-Lion product from the United States, it was explained here. Fisher stated that the parent company in Britain is now J. Arthur Rank Overseas Film Distributors, Ltd. He said no changes in Canadian personnel are being made.

'Monte Cristo' at Mayfair

"The Sword of Monte Cristo." first picture to be filmed in the new Supercinecolor process, will have its first New York showing Saturday, April 21, at the Mayfair Theatre. The picture, an Edward L. Alperson production, is being released by 20th Century-Fox.

FCC Retreats

(*Continued from page* 1)

as far as exhibitors are concerned, and perhaps a 75 per cent or 80 per cent victory for the industry as a whole.

The meeting between Coy and TOA executive director Gael Sullivan, TOA television consultant Nathan Halpern and television attorney Marcus Cohn was actually held yesterday morning. The TOA delegation then prepared the statement but could not get Coy to clear it until this morning.

Approved Announcement

The approved announcement says that during the informal conference, Coy stated the following:

"1. The FCC report was not intended to and did not in any way have any connection whatsoever with theatre television and the hearings to be held on the allocation of a portion of the radio spectrum for theatre television.

"2. The practices of motion picture companies referred to in the report were not intended to and did not in fact have any reference to practices of exhibitors. The paragraph has no relationship to any television broadcasting application now pending or which may be filed in the future by exhibitors.

"3. As the Commission has stated on several occasions, it will judge on a case-to-case basis the qualifications of applicants for television stations who have been involved in the violation of anti-trust laws or practices which tend toward violation of such laws.

"Chairman Coy further expressed the hope that motion picture producers would produce more films specially for television while continuing to produce feature films designed solely for theatrical exhibition. Chairman Coy recognized that television broadcasting's needs for films to fit advertising time segments call for special film product rather than film features designed specifically for theatres."

Fromkess in Charge Of MCA TV Dep't.

HOLLYWOOD, April 12.—Leon Fromkess, whose contract with Samuel Goldwyn Productions will expire on Saturday, will join the Music Corporation of America on Monday as executive in charge of the organization's television activities.

The project in which he would have headed up production for a new production - distribution company composed of 16 former PRC franchise holders, announced six weeks ago by Fromkess, has been placed in abeyance for the present.

The new firm, to be called United Pictures, was to be launched at a meeting on Sunday and Monday at Chicago's Stevens Hotel. Fromkess and the franchise holders were supposed to finance jointly on a 50-50 basis.



FLASH! Film Daily applauds "THE SCARF" as "Strong, gripping, socks home story!"

Sales Force

(Continued from page 1)

der William J. Heineman, distribution vice-president. Heineman said a decision may be made Monday.

MacMillen, who is also a vice-president of Pathe Industries, parent company which disposed of ELC, is expected to continue in that capacity after the sale is finalized on April 28. Additionally, he is a director of Pathe Labortories and of Pictorial Films, Inc., the remaining Pathe Industries subsidiaries. The latter handles 16mm. distribution, upon which, MacMillen has said, Pathe will concentrate. Frank Soule is Pictorial's president.

Future arrangements with respect to Sam L. Seidelman, ELC foreign manager, were not clarified yesterday. He is scheduled to confer today with Robert Benjamin, UA principal. Seidelman disavowed concern for his own future when interviewed yesterday, but asserted that it would make him unhappy to find that the workers in his unit were left without jobs.

ELC's foreign operations, which go over to UA under the sale, have been operating profitably; UA's, on the other hand, have not, although this was a circumstance rooted mainly in the general financial and product uncertainty at UA prior to the take-over of the company by the Arthur Krim-Benjamin-Matthew Fox group.

D. J. Malamed, ELC treasurer, is also assistant treasurer of Pathe Industries, and presumably will continue in the latter post after ELC departs from the scene.

Howard LeSieur, ELC advertising-publicity director, and Bernard Kamber, publicity manager, were unable to indicate yesterday how the company's sale would affect them. The former does not have an employment contract, but when he joined ELC last Jan. 1 upon resigning as UA ad-publicity chief, he made an arrangement which provides for at least seven weeks' severance pay, he said.

Lige Brien resigned as ELC exploitation manager on Tuesday, a day before the surprise announcement of the sale. He said yesterday that he will join UA but could not be more specific. Meanwhile, he will continue with ELC until April 28, and will supervise the opening in Houston on the 27th of "Oliver Twist," which is one of the 100 or more films which UA acquires from ELC under the purchase arrangement.

Another ELC promotional employee who will transfer to UA is Ruth Cosgrove, radio-and-magazine contact.

Others of the company's employes, whether executives or secretaries and clerks, were uncertain about ther future employment. These included Joseph Sugar, Kranze's top assistant, who nevertheless may be one of those selected for UA posts, it was said.

Krim on ELC Deal

(Continued from page 1)

the negotiations which I am carrying on with independent producers on the Coast. The ELC deal merely makes it possible for us to plan for that goal more carefully than would have been possible otherwise."

Revealing that the ELC deal came as a surprise even to him, Krim told reporters that while he had promised them "progress reports at intervals, I wasn't expecting the next to come so soon."

ELC Deal Puts UA 'In Black'

(Continued from page 1)

years in which to pay the purchase price. He confirmed reports that the deal includes a 10-year contract for UA's printing work with Pathe Laboratories, which he estimated would represent business for the latter amounting to $1,200,000 to $1,300,000 annually. The contract, however, calls for negotiation of charges on a competitive basis, assuring UA of obtaining the benefit of prevailing printing rates.

The first approach to Pathe Industries-ELC officials concerning UA's purchase of ELC was made by Fox last Friday at 5:30 P.M. The negotiators got down to work in earnest at 3:00 P.M. last Monday and the deal was signed at 3:00 P.M. Wednesday. The deal is an outright purchase of 100 per cent of ELC's stock, and is not a merger, it was pointed out. It is complete in all respects now but the April 28 effective date was set to allow for performances of all the necessary physical details which will take that long to wind up, Fox said.

As previously reported, the ELC exchanges and personnel are not included in the deal, nor are any of ELC's liabilities. Also as previously reported, it is essentially a product deal, UA taking over all ELC product. Yet not even Heineman, who until six weeks ago was distribution vice-president of ELC and now occupies that post in UA, nor Peyser, who handled the legal details of the deal, could furnish an accurate estimate of the total number of pictures involved. Heineman, however, indicated that it could be "several hundred."

Of that number, he estimated, 50 or more pictures have not been completely liquidated; about eight or nine others have been delivered by producers and are awaiting release and three or four others are committed to the company and nearly ready for delivery.

This product from ELC, including that currently in release, together with UA's own releases already lined up through June, are capable of producing sufficient revenue to put UA into the black immediately, as well as solving its release problem for the balance of this year, the UA officials said. ELC currently is operating in the black and has been for several recent months.

On the other hand, UA has been deeply in the red for many months and was described by Krim only recently as "on the verge of bankruptcy" when his management group took over in February. Its most urgent problems since have been to stem the losses, line up new product and get it into release, all the while looking for additional cash for payrolls and other current operations. It was flatly stated the ELC deal accomplishes those objectives in one stroke.

It was stated that UA still can use "good pictures" for its 1951 release schedule, but the urgency as well as the necessity of obtaining them is eliminated. The management plans to concentrate almost wholly on its previously announced goal of lining up 24 "A" picture for 1952 release. Krim was on the Coast on that mission when the ELC deal was concluded and flew back here yesterday for the press conference. He will return to the Coast in a week to complete the negotiations he had initiated and to launch others. Fox will accompany him this time. He had been scheduled to join Krim last Friday when the ELC deal was broached, but remained to close it.

Krim was former president of ELC; Heineman and Youngstein, former vice-presidents, and Benjamin, former director and general counsel.

The UA officials said that while there is no obligation under the deal for UA to do so, "the best" of ELC's personnel, from executives to exchange help, will be fitted into the UA organization wherever openings exist. Other ELC personnel will find places with the existing and continuing activities of Pathe Industries but it was clear that the large numerical majority of the approximately 1,000 nationwide employes will be let out. Pathe Industries will assume liability for contracts and obligations of ELC, other than distribution contracts.

A decision on continuing or dropping the ELC name remains to be made by UA. Also to be decided is whether UA will continue the release of "Oliver Twist," controversial J. Arthur Rank picture with an alleged anti-Semitic characterization, which comes to UA as part of the ELC poduct. Benjamin, president of the Rank Organization here, pointed out that more than 50 exhibition contracts already have been made by ELC and these presumably will have to be performed.

April 22 Set for Opening Here of U.A.'s 'The Scarf'

The New York premiere of "The Scarf" will take place at the Park Avenue Theatre on Sunday, April 22, it was announced here yesterday by William J. Heineman, United Artists vice-president in charge of distribution.

I. G. Goldsmith, producer of "The Scarf" will arrive here from Hollywood on Sunday to attend the Philadelphia world premiere of the production on April 20, it was announced by Max Youngstein, UA advertising vice-president.

Sound Equipment Check Begun Abroad

LOS ANGELES, April 12.—John K. Hilliard, chief engineer of the Altec Lansing Corp., is currently in Europe on an extensive study of foreign production and engineering in the sound equipment field, the company reports here. Hilliard, who flew to London, will study sound methods in France, Spain, Italy, Germany, Austria, Belgium, Holland and Denmark.

More Italo-US Talks

Although the Italo-American film talks here were scheduled to end yesterday, it was decided that there will be need for further meetings today to iron out some technicalities embodied in the recommendations which the Italian delegates will make to their government, it was reported yesterday by the Motion Picture Association of America. The Italian delegates are scheduled to depart for Rome tomorrow.

Pathe to Continue Loew's, RKO Suit

The $15,000,000 triple-damage anti-trust action which Eagle Lion Classics and Pathe Industries have had pending against Loew's and RKO Theatres, will be carried alone by Pathe now that ELC has been bought by United Artists, ELC's legal department reported yesterday. The suit charges that ELC product was excluded from the New York market as a result of collusion between the two circuits and eight distributors.

Defendants are scheduled to turn over their box-office records by May 1 for pre-trial examination by the plaintiffs.

COMPO Support

(Continued from page 1)

circuits. Although only a few days in progress, O'Donnell's drive is proving impressively productive, it was stated.

"It really looks like COMPO is on its way now," Coyne observed. "We have received scores of enthusiastic replies and checks for substantial amounts as a result of 150 letters sent out by O'Donnell only last week. Industry spirit is high now and there is every reason to believe it will remain so. COMPO should be set to go very soon now."

Coyne said that COMPO officials are most optimistic about the prospects of every affiliate of Theatre Owners of America supporting COMPO and becoming active participants. "We feel that that problem is now resolved," he said.

A meeting of the COMPO board to implement the new organizational setup will be scheduled soon for late in May.

N. J. Allied

(Continued from page 1)

of an availability." In a bulletin to organization members he admonished; "Don't fall asleep on this or you will find yourself playing last run in the territory."

The New Jersey Allied president said, in reference to the bid for a speed-up in pricing, that "We no longer can wait for what they (the companies) call 'experience' on a picture, before they know what to do with it."

He told the members that in view of the sudden influx of drive-ins in the state, regular theatre owners must make the most of their availabilities, and must date pictures wisely and with an eye towards the best use of the films.

NAB to Hear Panel On 'Films for TV'

WASHINGTON, April 12.—A panel discussion of films for television will feature the last day of the convention of the National Association of Radio and Television Broadcasters, to be held in Chicago next week.

The film panel will be held Thursday. The chairman will be George Shupert, vice-president of Paramount Television Productions. Panel members will include Charles R. Brown of Bing Crosby Enterprises.



THIS IS YOUR

CAMPAIGN MANUAL

for

EAGLE LION'S

FAMILY PICTURE

When I Grow Up

starring

BOBBY DRISCOLL · ROBERT PRESTON

MARTHA SCOTT · CHARLIE GRAPEWIN

Additional copies of this manual
are available from your local
National Screen Exchange

EAGLE LION CLASSICS, INC.

EXPLOITATION REPORT

When I Grow Up

MISTER EXHIBITOR —

Here is your theatre-tested exploitation!!!

"When I Grow Up" Wins

The Parents' Magazine
Special Merit Award

"Picture of the Month"
Award from the Christian Herald
in association with the
Protestant Motion Picture Council

EXPLOITATION REPORT

When I Grow Up

SUBJECT	DETAILS
ADVANCE SCREENING	Picture was screened for local editors, Chamber of Commerce heads, clergymen, P-T-A officials and school board members as soon as print arrived. This paid off with mentions in sermons, church programs, with newspaper editorial and additional space on the amusement page plus school co-operation as detailed below. Pitch at screening was on "When I Grow Up" as a great family picture and clean-cut entertainment. Awards from PARENTS' MAGAZINE and PROTESTANT MOTION PICTURE COUNCIL helped put this over.
GENERAL PROMOTION	Worked with local Chamber of Commerce, stores, schools and newspapers on a "When I Grow Up" promotion involving kids writing essays on "When I Grow Up I Want To Be..." Stores accepted entries as did newspaper. Compositions were written in schools. Winners were given chance to achieve their ambition like driving fire truck, being baseball player with town team, etc. Newspaper carried daily stories about contest and printed pictures of winners achieving their ambition. Stores used windows on contest and plugged it in their ads.
FREE PARENTS' MAGAZINE 1-SHEET	Secured quantity of FREE special 1-sheets announcing PARENTS' MAGAZINE SPECIAL MERIT AWARD. These were posted in school and sniped with playdate credits. Also displayed one outside theatre. Ordered these from Exploitation Manager, Eagle Lion, 165 W. 46th St., New York City.
"YESTERDAY AND TODAY" MERCHANDISING	Based merchandising on angle in picture which shows both 1890 and current fashions. With school co-operation got kids to dress up like 1890 children for class party. Paper carried pictures of this. Also hit stores for windows on this.
FAMILY PICTURE THROWAWAYS	Another window angle which was successful used display of children's fashions along with copy reading: "When I Grow Up I'll still buy my clothes at the Emporium."
	Distributed throwaways all over town bearing copy: No Dad...No Mom...No Sister...No Brother will want to miss the family picture of the year, "WHEN I GROW UP."
RADIO CONTEST	Local station ran contest during week before opening calling for 25-word letters from kids on "The person I would most like to be like when I grow up is ..." Winners were invited to station to read essays and received guest tickets.

EXPLOITATION REPORT

When I Grow Up

SUBJECT	DETAILS
AD STUNT	In addition to my regular ads, picked out day before opening to run on pages three, five and seven of local paper still HP-22 showing Driscoll dreaming of future. Stills built up in size with first two merely carrying words "When I Grow Up" and arrow pointing to succeeding page. Big still on page seven carried billing and playdate credits.
COSTUME PARTY	Held "When I Grow Up" costume party on opening day with kids coming dressed for "Job I'd like to have when I grow up." Photo of winners made local paper. Had full house of kids and parents.
STREET BALLY	Used man, woman, a boy and girl riding in horse-drawn cart and dressed in 1890 costumes as street bally. Cart carried big signs reading "WHEN I GROW UP IS THE FAMILY PICTURE OF THE YEAR" plus playdate credits. Also used walkaround bally man dressed as clown. He carried sandwich boards reading: I make a boy's dreams come true in "WHEN I GROW UP."
TIEUP WINDOWS	Used Still HP-2 showing 1890 family for photography store window built around "we restore old pictures" theme. Blowing out candles on birthday cake scene shown in Still HP-13 paid off with three bakery shop windows. Each carried copy reading: I hope I'll be able to make cakes as good as Peter Pan's "WHEN I GROW UP." Long-established furniture store went for windows showing 1890 scenes from "When I Grow Up" along with copy reading: For three generations Blanktown's kids have said "WHEN I GROW UP Furchgots will still have the finest in furniture."
RADIO SPOTS	Used the FREE nine-spot radio platter on all local stations starting five days ahead of opening. Got this from Exploitation Manager, Eagle Lion, 165 W. 46th St., New York City.
FAMILY ADMISSION	Caused plenty of comment via a special throwaway and sign out front offering free admission to all husbands and wives bringing five or more of their children to see "the family picture of the year, WHEN I GROW UP." Parents had to bring birth certificates for children. One family showed up with nine kids. Broke picture of this in paper.



PARENTS' MAGAZINE SPECIAL MERIT AWARD TO "WHEN I GROW UP"

3 Col. Ad Mat 303—330 lines

This ad also available as 4 Col. Ad Mat 401—4 Columns x 146 lines (584 lines) AND 2 Col. Ad Mat 201—2 Columns x 118 lines (236 lines).

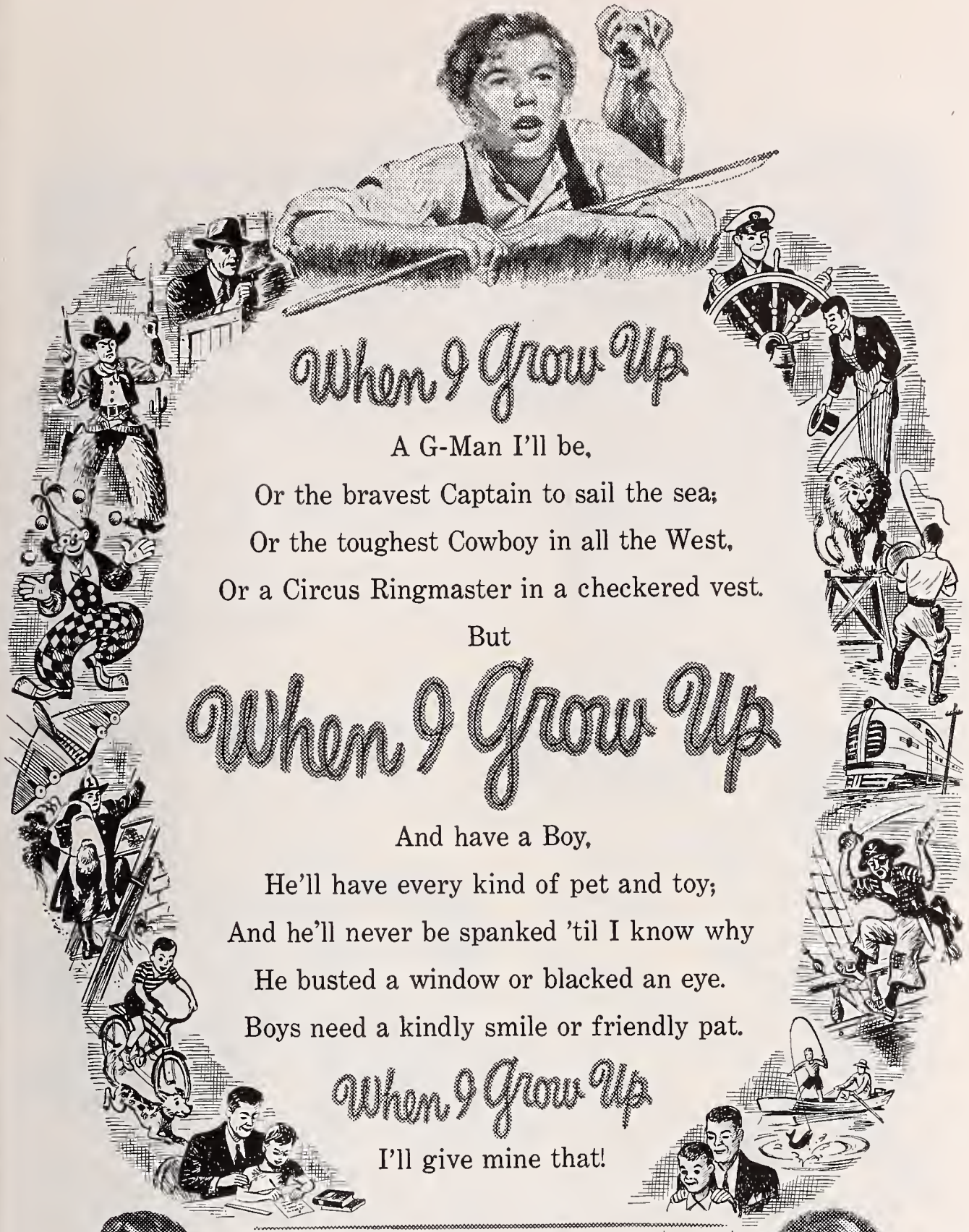
When I Grow Up



PLEASE NOTE that this ad appears here in slightly less than actual size. The correct size for newspaper reproduction is stated below ad.

3 Col. Ad Mat 305—504 lines

When I Grow Up



When I Grow Up

A G-Man I'll be,
Or the bravest Captain to sail the sea;
Or the toughest Cowboy in all the West,
Or a Circus Ringmaster in a checkered vest.
But

When I Grow Up

And have a Boy,
He'll have every kind of pet and toy;
And he'll never be spanked 'til I know why
He busted a window or blacked an eye.
Boys need a kindly smile or friendly pat.

When I Grow Up

I'll give mine that!



Another Triumph for the Sensational Young Star of "Treasure Island"



"Pops"



"Mom"

HORIZON PRODUCTIONS PRESENT

BOBBY DRISCOLL • ROBERT PRESTON • MARTHA SCOTT • CHARLEY GRAPEWIN

When I Grow Up

Written and directed by Michael Kanin • Produced by S. P. Eagle • Jack Broder Associate Producer
Released through EAGLE LION



PARENTS' MAGAZINE SPECIAL MERIT AWARD TO "WHEN I GROW UP"



"Gramps"



"Sis"

3 Col. Ad Mat 302—444 lines

When I Grow Up



THEATRE IMPRINT

3 Col. Ad Mat 304—342 lines

When I Grow Up

THE MOST WONDERFUL DAYS YOU EVER LIVED!



Live again...laugh again...love again... through the happiness and hopes and excitements of Life's most unforgettable hours as the screen reaches deep into the human heart as never before!



"When I Grow Up"

HORIZON PRODUCTIONS PRESENT

BOBBY DRISCOLL • ROBERT PRESTON • MARTHA SCOTT • CHARLEY GRAPEWIN

When I Grow Up







PARENTS' MAGAZINE SPECIAL MERIT AWARD TO "WHEN I GROW UP"

Written and directed by Michael Kanin • Produced by S. P. Eagle • Jack Broder Associate Producer • Released through EAGLE LION

3 Col. Ad Mat 301—420 lines

This ad also available as 3 Col. Ad Mat 306—3 Columns x 70 lines (210 lines)

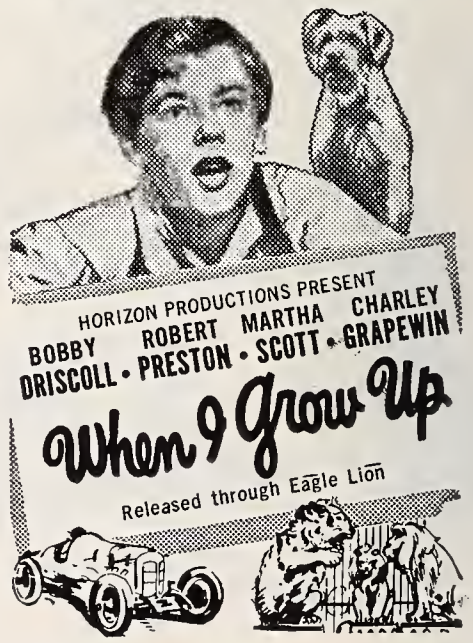
When I Grow Up



MAKE YOUR OWN ADS WITH THIS UTILITY MAT
ORDER MAT 307



2 Col. Ad Mat 205—80 lines



1 Col. Ad Mat 103—42 lines



2 Col. Ad Mat 206—178 lines

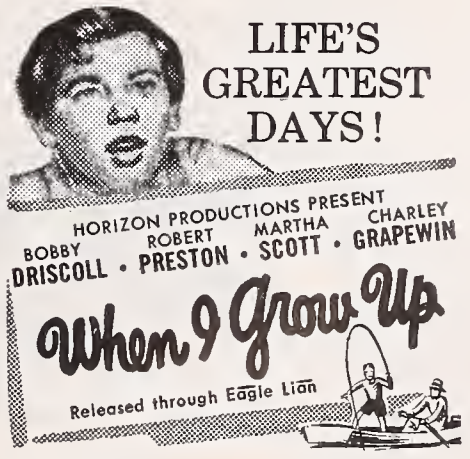
When I Grow Up



1 Col. Ad Mat 104—77 lines

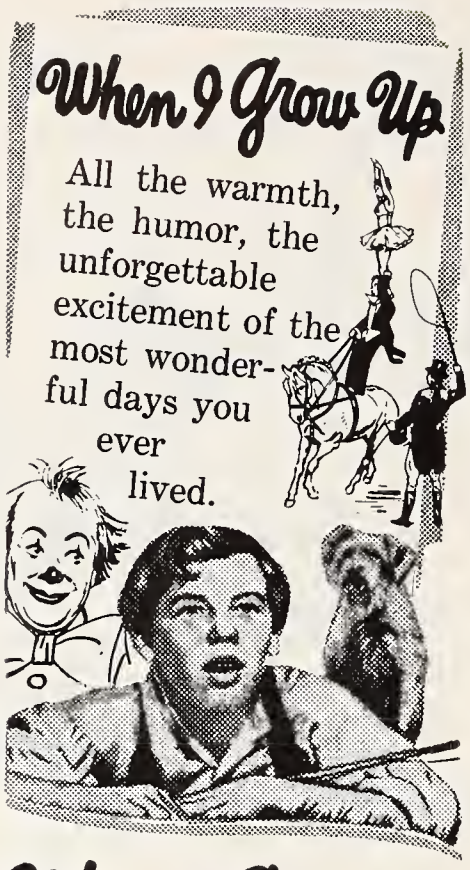


2 Col. Ad Mat 204—58 lines



1 Col. Ad Mat 102—27 lines

When I Grow Up



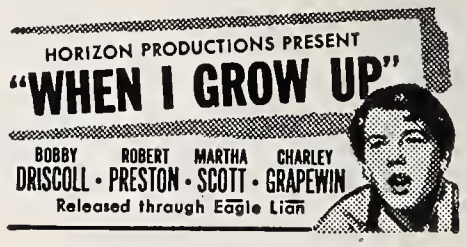
1 Col. Ad Mat 105—90 lines



2 Col. Ad Mat 202—200 lines



2 Col. Ad Mat 203—30 lines



1 Col. Ad Mat 101—14 lines



When I Grow Up PUBLICITY

'When I Grow Up' Picture Of Unique Family Love

"When I Grow Up," which will open.....at the.....Theatre, is a story told in flashback of the very special love children and their parents have for each other through the generations. Written for the screen and directed by Michael Kanin, it was produced by S. P. Eagle for Eagle Lion release, and stars Bobby Driscoll, Robert Preston, Martha Scott, Charley Grapewin and introduces the great equestrian clown, Poodles Hanneford.

Bobby, the star of "Treasure Island," plays a youngster in the modern sequences with Elizabeth Fraser and Henry Morgan as his parents. In the flashback, Miss Scott and Preston are the parents. To accomplish the transition, it was necessary that he let his hair grow so that he would look like an eleven year old of 1880. This sequence was filmed first. When his hair was cut and he did the modern story, it was not possible to revert and shoot footage of the flashback.

Charley Grapewin, who celebrated his 81st birthday on the set, is Bobby's grandfather in the modern sequence, with Bobby playing the role of his own grandfather for the early portion of the film.

Kanin, in writing and directing "When I Grow Up, said, "I wanted to demonstrate that the small problems and the great love of parents and children is an unchanging quality. Every generation thinks its problems are special. They aren't."



Mat 1B *Still HP-Adv 12*

Bobby Driscoll is befriended by the world-famous equestrian clown, Poodles Hanneford, in the new film "When I Grow Up," which will open.....at the .....Theatre.

The Cast

Josh Reed	BOBBY DRISCOLL
Denny Reed (Modern Sequence)	BOBBY DRISCOLL
Father Reed	ROBERT PRESTON
Mother Reed	MARTHA SCOTT
Grandpa Reed	CHARLEY GRAPEWIN
Bobo	POODLES HANNEFORD

The Credits

Horizon Productions present Bobby Driscoll, Robert Preston, Martha Scott and Charley Grapewin in "When I Grow Up." Written and Directed by Michael Kanin. Produced by S. P. Eagle. Released through Eagle Lion.

The Story

(Not for Publication)

When Denny Reed (Bobby Driscoll) gets into trouble and revolts against the discipline of his parents, it sets Grandfather Reed (Charley Grapewin) to thinking about his youth and we are taken back to the 1890's when he, as a boy (Bobby Driscoll), gave his parents (Robert Preston and Martha Scott) plenty of cause for worry.

It is through this musing, prompted by reading Grandfather's diary, we learn that the problems and love between parents and children are basically the same through all generations. It is this same understanding which Grandfather then conveys to the Reeds that unites them as a warm, happy family.

Producer Eagle Pleased By Picture's Universal Story

Motion picture producer S. P. Eagle and the noted director John Huston are partners in Horizon Productions, the company for whom the writer-director Michael Kanin filmed "When I Grow Up," the Eagle Lion release which opens.....at the.....Theatre.

Eagle, producer of such films as "Tales of Manhattan," "The Stranger" and "We Were Strangers," has specialized in the typically American quality of its theme. In casting Bobby Driscoll, Martha Scott, Robert Preston and Charley Grapewin in "When I Grow Up," S. P. Eagle was fulfilling a long-time ambition: the telling of a story that could speak for all America in its universality of appeal.

"When I Grow Up" is the story of a boy and his family, through three generations. It demonstrates that the loves and the strifes of a family group are not restricted by time or place and that through all the troubles of a family relationship runs love.

Film Family

The Kanin family really seems to have the entertainment world sewed up. Michael Kanin wrote and directed Eagle Lion's story of youthful nostalgia, "When I Grow Up," which will open.....at the .....Theatre. His brother, Garson Kanin, is the author of "Born Yesterday" and a writer-director of other successes. Michael's wife, Faye Kanin, wrote the successful "Goodbye, My Fancy." As an added clincher, Michael Kanin's sister-in-law, Ruth Gordon, actress and author, wrote the hit "Over 21."



Mat 2B *Still HP-2*

A typical family group of the 1890's make up the flashback sequence in "When I Grow Up," which will open.....at the .....Theatre. Reading from left to right are Sherry Jackson, Robert Preston, Martha Scott and Bobby Driscoll.

When I Grow Up

Grapewin Hails Role as 'Tops'

Charley Grapewin feels that his performance as "Gramps" in S. P. Eagle's production of "When I Grow Up," which will open..... at the ..... Theatre, provides him with the best film character he has ever portrayed. This is high praise coming from the man whose performance in "Grapes of Wrath" won him the highest critical praise. Working with Bobby Driscoll, Martha Scott and Robert Preston, Charley is the patriarch of the family. The 81-year-old actor does not like to be called "Charles." Claimed his name is and always has been "Charley," when Director Michael Kanin made the mistake of addressing him more formally.

Harmoni-cue

George Fields, world renowned harmonica soloist, makes his motion picture debut behind the scenes in S. P. Eagle's production of "When I Grow Up," an Horizon Production for Eagle Lion release, which will open... ....at the .....Theatre. The main musical theme, from the score by Jerome Moross, utilizes the harmonica as a solo instrument. This was the idea of writer-director Michael Kanin who feels that the harmonica is a truly American musical instrument.

Fields worked for fourteen hours recording the harmonica solos for the film which stars Bobby Driscoll, Robert Preston, Martha Scott, Charley Grapewin and introduces the equestrian clown, Poodles Hanneford.



Mat 1A *Still HP-18*

Robert Preston and Martha Scott discuss the problems of family life in the 1890's. Scene is from the heart-warming film, "When I Grow Up," which will open ..... at the.....Theatre.

'I Grow Up' Gowns Made 'In Absentia'

Designer Norma Koch has had some unique assignments during her professional career, but the most unusual was on the S. P. Eagle production "When I Grow Up," which will open.....at the .....Theatre through Eagle Lion release.

Leading lady Martha Scott was signed for her role while appearing on the stage in New York, and was to appear before the cameras the day of her arrival in Hollywood—wearing period clothes vintage 1890.

Consulting with Director Michael Kanin and cameraman Ernest Laszlo, Miss Koch delivered sketches for every costume change required for the action of the script. Then armed with a memorandum of Miss Scott's measurements, she raised a sure scissor at the entire wardrobe.

24-Hour Delivery

Twenty-four hours later three complete gowns were delivered to the set. Miss Scott changed into the one required for her first scene. It fit perfectly, and the picture progressed without delay.

Later in the day Miss Koch met Miss Scott who commented with a twinkle, "You're a wizard. For years I've been standing for costume fittings and now I find out it can all be done with a set of measurements, while the torso takes it easy."

Miss Koch is still pinching herself. All those gray hairs she grew worrying about whether or not her clothes would please the star, and not a single change was required. She is looking forward to a future association with Martha Scott, whose co-stars in "When I Grow Up" are Bobby Driscoll, Robert Preston, Charley Grapewin and the famed equestrian clown Poodles Hanneford.

Boyhood Days

The nostalgia of youth is captured in S. P. Eagle's Horizon Production, "When I Grow Up," which will open .....at the..... Theatre. The joys and sadness, the days of the old swimming hole, fights with the kid sister and the circus are all relived in the picture.

Bobby Driscoll plays the youth; Martha Scott and Robert Preston his parents and Charley Grapewin his grandfather. The story is told in flashback and demonstrates that family love lives through the generations.

Michael Kanin makes his bow as a director on his own screenplay.



Mat 2C *Still HP-13*

Bobby Driscoll celebrates his birthday in the nostalgic drama "When I Grow Up," which will open.....at the.....Theatre. Sherry Jackson and Martha Scott are the other participants in the celebration.

'When I Grow Up' Depicts Joy, Sorrow of Boyhood

(Prepared Review)

"When I Grow Up," which opened last night at the.....Theatre, stars Bobby Driscoll, Martha Scott, Robert Preston and Charley Grapewin, in a heart-warming-story of family life as seen through the eyes of a growing American boy, played by Bobby. The picture takes one along the nostalgic path of the old swimming hole, the fights with the kid sister and the artful ways of dodging the affectionate discipline of parents—in short, all the joys and sorrows of growing up. Written and directed by Michael Kanin, who won an Academy Award for his "Woman of the Year," the Eagle Lion release is a Horizon Production produced by S. P. Eagle.

Dual Role

The film is notable for the fact that Bobby Driscoll portrays two roles. He is a boy of today in scenes with Charley Grapewin as his grandfather, Elizabeth Frazer and Henry Morgan as his parents. Then, in a flashback sequence, Bobby, the star of "Treasure Island," portrays his grandfather as a youth.

The story effectively shows that problems of parents and children can be overcome through warmth and understanding, and that this was as basically true in past generations as it is today. Bobby gives a fine performance, both in the modern sequence and as a boy of seventy years ago. Miss Scott and Robert Preston, as the parents of yesteryear, handle their roles deftly and with the ease of their great experience. Poodles Hanneford, long acknowledged the world's greatest equestrian clown, appears with his family in a well delineated circus sequence.

Boy's Paradise In 'I Grow Up'

Working at the circus, fishing, walking through fields in your bare feet, a birthday party, scrapping with your family—all the things that are part of every boy's life, fit into the story of S. P. Eagle's production of "When I Grow Up," which will open..... at the ..... Theatre. Written and directed by Michael Kanin, who won an Academy Award for his "Woman of the Year," the picture stars Bobby Driscoll, Martha Scott, Robert Preston and Charley Grapewin. To make the circus atmosphere more realistic, Poodles Hanneford, the world's greatest equestrian clown, was signed for his first film role in "When I Grow Up."

The picture carries Bobby Driscoll from today's world through a flashback to seventy years ago when he portrays his own grandfather.



Mat 2A *Still HP-5*

Boyhood vows is just one of the many nostalgic touches in the new film "When I Grow Up," starring Bobby Driscoll, which opens.....at the.....Theatre. Also co-starring are Robert Preston, Martha Scott and Charley Grapewin.

Child Star Bob Driscoll Delves Into Child Stars

Bobby Driscoll, who stars in a nostalgic film of boyhood in the country with its memories of joy and heartbreak, "When I Grow Up," was recently bitten by a curiosity bug. It is the same bug that has stung so many others, probably including you. We refer to the "I wonder what has ever become of" group. Well Bobby, who co-stars with Robert Preston, Martha Scott and Charley Grapewin in the Eagle Lion release which opens .....at the.....Theatre, decided to do some concrete research to appease his curiosity. He disclosed his findings during a recent interview on the set of "When I Grow Up."

"The one thing I found out," said Bobby, "is that there is no one single thing to find out. I don't find great unhappiness among all the kids (he had confined his research to child stars) nor do I find great success among all of them.

Cooper Now Producer

"Jackie Cooper, who was certainly one of the biggest stars of all time as a child, is now earning a living as a producer. For a while he seemed to have lost the motion picture world and he became an entertainer. Mickey Rooney is a writer-producer-director-star. How many more titles can you have? His latest starring film is a fast-shooting adventure picture called 'My Outlaw Brother.' Alfalfa Switzer, who was part of the 'Our Gang' bunch, is now a hound dog trainer and hunts bear in the California mountains.

"Mitzi Green is one of the country's top nightclub entertainers, and one of her specialties is doing imitations of child stars. Bob Parrish, who is now Robert L. Parrish, the director, was a kid star before I was born.

"Wesley Barry of 'Our Gang' is now an assistant director, and Porky who was Joe Cobb in the 'Gang' days is a prop man at Warner Brothers.

They're Still Around

"So it looks like most of the kid stars are still around Hollywood and I like to think that I'll still be around for a long time to come."

Critical opinion is that Bobby Driscoll's wish will certainly come true. His performances in "The Window" and "Treasure Island" won him considerable acclaim. In the heart-warming story written and directed by Michael Kanin, "When I Grow Up," Bobby plays a dual role, a boy of today and one of seventy years ago. The picture was produced by S. P. Eagle.

Famed Clown

Poodles Hanneford, greatest of all equestrian clowns, makes his motion picture debut in S. P. Eagle's production of "When I Grow Up," a heart-warming story of a boy's youth which will be shown.....at the .....Theatre. Born in England, the son of bareback riders, Hanneford's family have been stars in American and European circuses for almost a hundred years.

'I Grow Up' Ages Actors

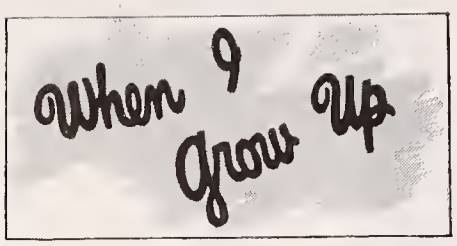
This story about Bobby Driscoll, Charley Grapewin and Robert Preston belongs in the "how time doth fly" department. For in S. P. Eagle's production, "When I Grow Up," which will open ..... at the .....Theatre, these three play-father, son and grandfather to each other.

Written and directed by Michael Kanin, "When I Grow Up" tells of the love parents have for their children, as seen through the eyes of their following generations. In the opening sequences, Bobby and Charley Grapewin play scenes together as grandson and grandfather. In a flashback, Bobby plays the grandfather as a child and Bob Preston is his father.

Interchange

When the octogenarian Grapewin met Preston on the set of the Horizon Production which is being released by Eagle Lion, he would call the younger man "pops." When Bobby and Preston met on the set Bobby would stand on a stool to pat the older man on the head and call him "son."

While the byplay on the sidelines was considered fun, the story of "When I Grow Up" shows not only the fun but the heartaches and problems of childhood.



Own Grandpa

A few seasons back there was a song making the rounds called "I'm My Own Grandpa." It was the apparent impossibility of the situation that made the ditty humorous. Well, young Bobby Driscoll shows that it is not only possible—but he actually was his own grandpa.

In "When I Grow Up," which will open..... at the .....Theatre, Bobby Driscoll has the unique opportunity of playing himself in a modern sequence and his grandfather in a flashback sequence. "When I Grow Up," a story of the strong feelings parents have toward their children, which seems to continue in an unbroken strain through the generations, gets just that point across by having Bobby and his grandfather interchange generations.

Simple Script Direction Causes Woes, Headaches

Screen writers do it all the time! Note down a simple little thing in the script, that is, which then causes a director and technical crew weeks of work and worry.

For example take the line in "For Whom the Bell Tolls" which said simply, "They blew up the bridge." For those five words the studio had to spend half a million dollars, Director Sam Wood and stars Gary Cooper, Ingrid Bergman and the others had to work for weeks and a technical crew spent a shivering winter in the high Sierras.

For S. P. Eagle's "When I Grow Up," which will open.....at the .....Theatre, writer Michael Kanin said only, "When father looked outside it had started to rain."



Mat 1C *Still HP-Adv 19*

Charley Grapewin shares the joys and sorrows of his grandson, played by Bobby Driscoll, in S. P. Eagle's production of "When I Grow Up," which will open.....at the.....Theatre.

Kanin Writes, Directs

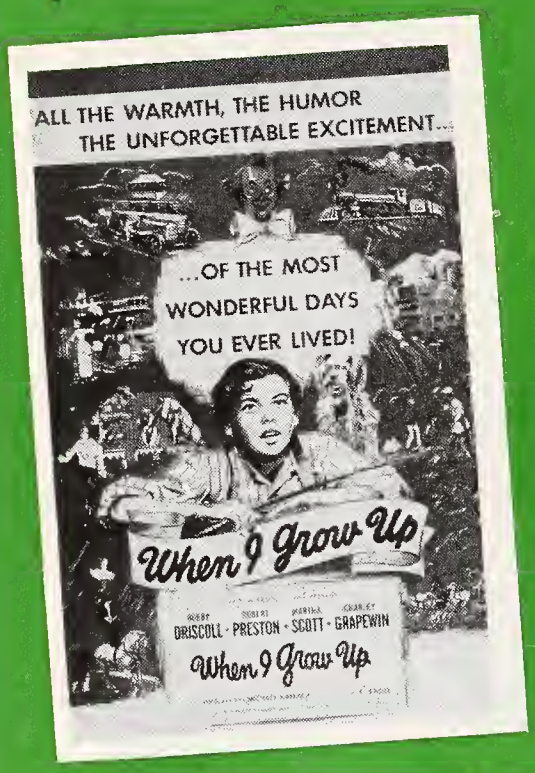
But writer Kanin had not figured with the director of this film, for the writer and director turned out to be one and the same.

To provide rain and mud for the sequence featuring Bobby Driscoll, Martha Scott and Robert Preston, the technical crew used the following: 75,000 gallons of water, 500 cubic feet of dirt, five gas heaters to keep the rain warm, twelve extra laborers to keep the mud from sloughing off the stage, three sets of identical horses so the SPCA would not accuse the company of ill treating the animals, handlers for the horses, 1,250 feet of sprinklers for the overhead system, an extra doctor and nurse in attendance and five bottles of aspirin tablets for the producer and director.

POSTERS



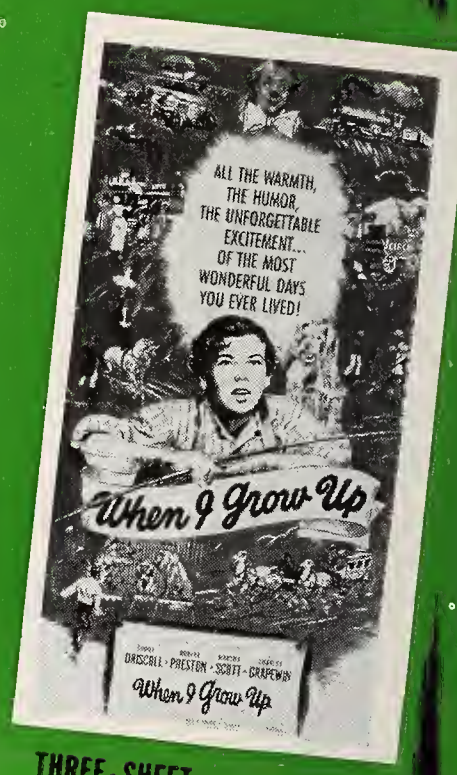
TWENTY-FOUR SHEET



ONE-SHEET



SIX-SHEET

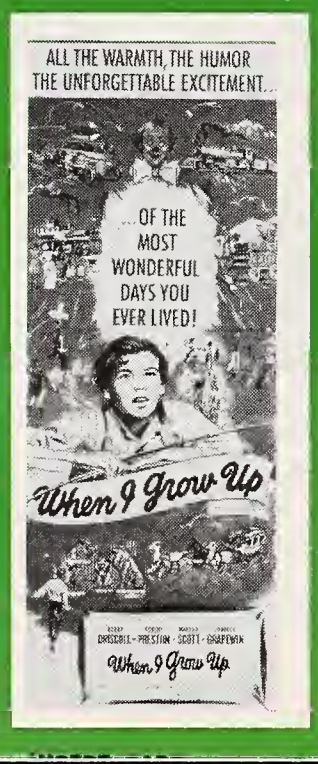


THREE-SHEET

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LOBBIES



Hollywood Supports 'Red' Probe: O'Hara

WASHINGTON, April 12.—Hollywood has made it crystal-clear that it supports the House Un-American Activities Committee's current investigation, Motion Picture Association of America vice-president Joyce O'Hara declared today.

He made the statement in an address to the Women's National Democratic Club here. Citing the Motion Picture Industry Council's recent resolution on the investigation, O'Hara said that "the overwhelming majority of Hollywood men and women want Communism exposed because Communists bring discredit and dishonor wherever they are, to whole communities and to whole industries."

The film industry now has 40 features exposing Communism in release or in production, along with about 20 documentary and short subjects, O'Hara stated. He cited the job films are doing abroad to dramatize the American Way of Life and the hostility shown by Communist leaders everywhere to American motion pictures.

"One Communist in Hollywood is one Communist too many," O'Hara concluded.

IATSE vice-president Roy Brewer also spoke at the meeting.

Reds Have 3 More American Films

Three more American pictures which the Russians claim to have grabbed in Germany as war trophies are currently playing in Soviet theatres, the Motion Picture Export Association was informed by U. S. State Department sources. The films are: "The Story of Louis Pasteur," Warner Brothers, made in 1935; Metro-Goldwyn-Mayer's "Romeo and Juliet," a 1936 release, and "The Man in the Iron Mask," a United Artists film of 1939.

Legion Reviews Five; One Listed Class 'B'

Five additional films have been reviewed by the National Legion of Decency, which put one in Class "B" and the remainder in Class "A."

"Sierra Passage," Monogram, was classified "B". "Apache Drums," Universal-International was listed Class "A", section one, and "Dear Brat," Paramount, "Queen for a Day," United Artists, and "Rhythm Inn," Monogram, were listed in Class "A", section two.

SWG Asks House to Hear Its Story

Hollywood, April 12.—The executive board of the Screen Writers Guild has instructed Guild president Karl Tunberg to volunteer to testify before the House Un-American Activities Committee, "so that the history, aims and policies of the Guild may be made a part of the record of the hearings" now being conducted by the Committee in Washington. A telegram to that effect has been dispatched to the Committee.

Collins Names 17 as 'Reds'

(*Continued from page* 1)

workers he knew as having been at one time or another members of the Communist Party. Included were Robert Rossen, Frank Tuttle and Budd Schulberg.

The third "cooperative" witness in the Committee's hearings on Hollywood, Collins gave by far the most detailed picture so far of Communist activity in Hollywood.

Collins, who was heartily thanked by all Committee members at the close of his testimony, also said that Hollywood Communists spearheaded the reorganization of the Screen Writers Guild in 1936, that "some" Communist influence continued in subsequent years, but that there had been no Communists on the Guild's board of directors since the Committee held its previous Hollywood hearings in 1947.

Says 'Reds' Failed

Although he said "a feeling that the content of films could be influenced" was one of the reasons why the Party wanted to organize in Hollywood, Collins denied that any such influence had ever occurred. Basic policy in regard to film content, he said, was in the hands of the studios, which were "not at all interested in this propaganda, and the chances of getting this propaganda in are extremely unlikely."

Estimating that he had spent a total of 5,000 hours at meetings connected with the Party, Collins said he had joined around 1938 under the sponsorship of either Schulberg or Ring Lardner, Jr., whom he said he also knew as a Party member. He left around 1947, he said, and in February, 1950, told the Federal Bureau of Investigation that he had been a Communist but was no longer and that he wanted it understood that he was loyal to the U. S.

Although he knew only about 20 active Communists in Hollywood, Collins said, he thought there were several hundred during the war years. About 25 per cent of those had left the Party, he thought.

In addition to Rossen, Schulberg, Lardner and Tuttle, Collins named as Party members writers Gordon Kahn, Waldo Salt, Paul Jarrico, Abe Polonsky, Martin Berkley, Leonard Bercovici, Samuel Ornitz, Lester Cole, Albert Maltz, John Howard Lawson and John Bright. He also named Herbert Blache and Dorothy Tree.

Jarrico 'Begs' Collins

Collins said Jarrico recently called him up and begged him "not to turn stool pigeon" before the House committee.

Salt and Jarrico are scheduled as witnesses at tomorrow's hearing. Both are expected to be "unfriendly."

He said he is currently working for Roberts Productions but has not worked for a major studio since the 1947 hearings.

Collins said Schulberg had left the Party shortly after his first book, "What Makes Sammy Run," was published. He also said he "gathered that Rossen had disaffiliated" with the Party because in 1948 Rossen had written to Harry Cohn, President of Columbia Pictures, saying that he was not a Communist.

Collins said the Communist drive to take over the SWG had been led originally by V. J. Jerome, Communist Party cultural official, and later by Lawson. He described Lawson as "a very forceful man who carried a great deal of weight in the SWG membership for many years." Lawson "was accepted as the leader of the Communist Party in Hollywood," the witness added.

Coincidence?

In Warner's new production, "I Was a Communist for the F.B.I.", Frank Lovejoy, as Matt Cvetic, posing as a Communist for the F.B.I., gets a chance to clear his name as a witness before the Congressional Un-American Activities Committee. In approximately these words, he testifies that: "Alien elements are aiding to undermine our military leaders abroad."

The production was screened yesterday for the press in advance of publication of reviews next week.

Another Witness Acquitted Of Congressional Charges

WASHINGTON, April 12.—Still another witness cited for contempt of Congress was acquitted today on the grounds that he was within his Constitutional rights when he refused to answer questions that he felt might incriminate him. The individual was P. I. Brance, cited for refusing to answer questions of the House Un-American Activities Committee in July, 1949. Judge Richmond B. Keech directed his acquittal on the ground he was protected by the Fifth Amendment.

NPA Hints Tighter

(*Continued from page* 1)

building in violation of the government's construction control order.

Newman said that all exhibitors who feel illegal theatre building is going on should send their complaints directly to NPA film chief Nathan D. Golden, and that Golden's office would bring the complaints to Newman. Golden's assistant, James Frank, sat in on the meeting.

Promises Quick Action

Newman promised to act quickly to halt illegal building where the complaining exhibitor makes a case, and in any event to investigate promptly. He said if complaints came in to him, he would only have to refer them to Golden, and that going directly to Golden would speed action.

However, Newman declared, due to worsening material supply situations, there are indications that controls may have to be tightened still further and "prohibition of all non-defense construction is now being considered."

An NPA release said that so far there have been 205 investigations of violation of the construction order, and that by far the largest single group in this batch was in the theatre field.

Freeman Joins Pal

HOLLYWOOD, April 12.—Y. Frank Freeman, Jr., will be associated with George Pal, Paramount producer, in Pal's future productions at the studio.

Include Industry in NPA Metal List

WASHINGTON, April 12.—Producers of photographic and theatre equipment are tentatively on the list of firms which will have to submit to the government their needs for steel, aluminum and copper to determine whether they will come under the controlled materials plan slated to go into effect July 1.

The National Production Authority today made public its plans for putting CMP into effect. CMP is a relatively tight control program under which steel, copper and aluminum are alloted directly to the producers on the basis of detailed requirements submitted in advance for the manufacture of goods which the government needs for defense or essential civilian uses.

Producers on a list tentatively drawn up today will have to report their detailed requirements for the third quarter for the three metals on forms which will be sent to them in May. Then in June, NPA will decide which of these producers actually have to come under CMP and make the allocations to them.

One Result

Makers of products not coming under CMP will have to scramble for what's left after the controlled industries get their needs.

Today's list was couched in the broadest terms, and NPA officials said it might be a week or more before more specific lists are available. They also said that many producers who have to submit their requirements will never come under CMP, because on the basis of their figures, NPA will decide no purpose can be served by bringing them under the tight control program. The officials said all companies would have instructions in ample time to do whatever they are supposed to.

On the tentative list of products for which application forms will be required are such groups as optical instruments and goods; electric lamps, incandescent and fluorescent tubes; metal shipping containers; theatre seats and other commercial furniture; refrigeration and air conditioning equipment; commercial service equipment; carbon and graphite products; radio, radar and television equipment except home types; telephone and telegraph communication equipment; repair and replacement parts and radio tubes.

Sufficient Raw Stock Reported by Golden

ASBURY PARK, N. J., April 12.—National Production Authority film chief Nathan D. Golden said that distributors have told him they are getting as much raw stock as a year ago, if not more.

He admitted, however, that only old accounts are being serviced now and no new accounts taken on.

Golden spoke to a meeting of the National Audio Visual Association. Declaring there had been no change recently in the raw stock supply situation, he said that while there was no abundance there would be enough if used wisely. Raw stock producers are working 24 hours a day, seven days a week, he said.

Expressing a hope that the problem would be a short-term one, Golden urged his listeners not to stockpile or hoard raw stock.



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FOR THE SHOWMEN:

Wednesday . . .
1. Registration and "Get Acquainted"
2. FAYE EMERSON SHOW telecast from the Ballroom with you as the audience
3. National League Baseball—PHILLIES vs. PITTSBURGH (Night)
4. BUFFET DINNER DANCE
5. OPEN HOUSE and DANCING until the wee small hours

Thursday . . .
1. Delegates Business Session
2. Luncheon for all Convention Registrants (Afternoon)
3. National League Baseball—PHILLIES vs. PITTSBURGH
4. CANVASMEN'S Annual Dinner
5. Seafood Dinner and Party at Historic OLD BOOK-BINDER'S
6. ROOF GARDEN PARTY with Dancing and Fun.

Friday . . .
1. Delegates Business Session
2. Tour of VALLEY FORGE and dozens of other points of Historic Interest
3. Delegates Luncheon
4. VARIETY CLUB HANDICAP RACE at the Garden State Race Track. Presentation of Variety Trophy by Mrs. Marc Wolf
5. Golf Club Tickets on World Renowned Courses
6. "HEY RUBE" DINNER
7. WORLD PREVIEW of an Outstanding Motion Picture, direct from Holiywood and three months before release
8. Open House for VISITING MOVIE STARS
9. Dancing with—and under—the STARS on the Roof Garden

Saturday . . .
1. Delegates Business Session
2. Luncheon for all Convention Registrants
3. Race Track or Golf in informal groups
4. American League Boseball—ATHLETICS vs. N. Y. YANKEES (Afternoon)
5. MIDWAY BANQUET under the Big Top
6. HUMANITARIAN AWARD during the KEN MURRAY SHOW. Telecast before your eyes from the Banquet Room. Outstanding National Figures
7. Roof Garden. Party and Dancing 'til exhaustion, . . . and then only 60 minutes to "The World's Playground" ATLANTIC CITY if you want to prolong your vacation or gain a rest!

FOR THE LADIES:

Wednesday . . .
1. "Get Acquointed"
2. FAYE EMERSON SHOW telecast from the Ballroom with you as the oudience
3. Notional League Baseball—PHILLIES vs. PITTSBURGH (Night)
4. BUFFET DINNER DANCE
5. OPEN HOUSE and DANCING until the wee small hours

Thursday . . .
1. SHOPPING TOUR of Philodelphia's Chestnut Street
2. Luncheon with MORTON DOWNEY
3. National League Baseball—PHILLIES vs. PITTSBURGH (Afternoon)
4. Cocktail Party and FASHION SHOW
5. Seafood Dinner and Party at Historic OLD BOOK-BINDER'S
6. ROOF GARDEN PARTY with Dancing and Fun

Friday . . .
1. Tour of VALLEY FORGE, Kitty Foyle's "Main Line," and dozens of points of Historic Interest
2. VARIETY CLUB HANDICAP RACE at the Garden State Race Track. Presentation of Voriety Trophy by Mrs. Marc Wolf
3. Golf Club Tickets on World Renowned Courses
4. WORLD PREVIEW of an Outstanding Motion Picture, direct from Hollywood and three months before release
5. Open House for VISITING MOVIE STARS
6. Dancing with—and under—the STARS on the Roof Garden

Saturday . . .
1. Shopping and Sight-Seeing Tours
2. Special LADIES LUNCHEON and CARD PARTY
3. Race Track or Golf in informal groups
4. American League Baseball—ATHLETICS vs. N. Y. YANKEES (Afternoon)
5. Cocktoils, Show and Hickory Broiled Steaks at the famed LATIN CASINO
6. Roof Garden Porty and Dancing 'til exhaustion . . . and then only 90 minutes to NEW YORK with Fifth Avenue and its magic "name" shops if you want to renew your wardrobe.

LATE EXTR

On Friday ning — Mut Broadcastin QUEEN FO DAY program plete with all Stars . . especially for Convention.

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OVER 1000 ARE EXPECTED . . . AND RESERVATIONS ARE CLOSING FAST!

Short Subject

"The MacArthur Story"

(This Is America—RKO Pictures)

With astute timing, RKO Pictures is rushing into release this story of the life of General Douglas MacArthur. The film has been made in conventional, This Is America format, though obviously the subject matter at this moment has much more than routine interest.

The subject starts at the General's birthplace, and then proceeds to cover all aspects of his military growth. Bound up with the General's military rise are the major historical events of our time. There is no mention of President Truman's dismissal of MacArthur in the film which has been in preparation for sometime. The picture takes no part of a controversy and portrays the General in a highly favorable light. Running time, 17 minutes.

May 1 Is New Date Of SCTOA-US Meet

WASHINGTON, April 12.—Assistant Attorney General H. Graham Morison has agreed to meet here on May 1 with the Southern California Theatre Owners Association delegation, according to Gael Sullivan, executive director of the Theatre Owners of America. Basic purpose of the meeting will be trade practice complaints from the Los Angeles area.

The meeting with the D. of J., requested by the SCTOA, was originally set for April 4. Next a tentative meeting date was set for April 16.

The California group will discuss with the anti-trust chief the Los Angeles zoning situation, print shortages, arbitration and other Coast problems. National TOA officials accompanying them will bring up the nation-wide print shortage.

Albert Hanson, Sherrill Corwin and Ezra Stern will represent the SCTOA, Sullivan said. Sullivan and TOA general counsel Herman Levy will represent the TOA.

Maas on Tour of MPEA Markets

Irving Maas, vice-president of the Motion Picture Export Association, will leave here on Sunday, on a tour of MPEA markets in Asia and Europe, spending eight weeks covering Japan, Czechoslovakia, Poland, Yugoslavia and Austria.

In Tokyo, his initial stop, Maas will survey preparations now under way for the transfer of distribution controls in Japan to individual company operation following the expiration of present MPEA licenses in that country on next Jan. 1. Maas will also seek to determine for member company guidance what changes in commercial and financial regulations might be expected to ensue from the conclusion of the peace treaty now under negotiations with Japan.

In Czechoslovakia, Poland, Yugoslavia and Austria, Maas will hold confabs with MPEA managers and with film officials of the respective governments on matters bearing on the future course of distribution for MPEA member company product.

Reviews

"The Great Caruso"

(*Metro-Goldwyn-Mayer*)

MARIO LANZA, already off to a fast start in his earlier musicals for Metro, really hits it in "The Great Caruso." It is a treat for ear and eye brought off in Metro's very best taste.

Any film based on the life of the greatest tenor of his day obviously must rely heavily on opera; "The Great Caruso" does in preponderant measure. But opera has its heavy and light moments, its popular and its limited appeal. Wisely, the producer selected his material well, inevitably bearing in mind the familiar arias which have the better opportunity to succeed. Not all of the almost 30 numbers, sung in part and in toto, are on the light side, but most of them are. When they are not light, the advantage of being familiar is in their corner.

In point of story, there is nothing to distinguish this from its many, many predecessors. The undertaking at hand was to sketch the life span of the internationally renowned singer from boyhood and the church choir in Naples to supernumerary roles in touring opera companies and thereafter to the famed La Scala in Milan, Covent Garden in London and the Metropolitan in New York. The true-life romance with Dorothy Benjamin, society woman, is told and handled with deftness, charm and romantic fervor.

There are many light touches, very pleasantly and appealingly detailed. Against its nostalgic background of the early years of the century captured in Technicolor, the attraction unfolds with warmth and appeal. Lanza, of course, sings at the drop of the hat, ranging from Tosti, Rossini, Verdi and Puccini to Mascagni, Ponchielli, Puccini and Leoncavello to Victor Herbert, Bach-Gounod, Donizetti and Von Flotow—their operas and their works. He sings 15 numbers solo, two with Dorothy Kirsten and others in ensemble and with chorus. One would expect and, gets, such famed arias as the Torture Scene from La Tosca, the Villification Scene from Cavalleria Rusticana, La Donna e Mobile and the Quartet from Rigoletto, Vesti la Guibba from Pagliacci and, in some ways, perhaps the most successful of all, Ave Maria, sung at St. Patrick's Cathedral with a boys' choir.

Lanza is excellent in voice, in figure and in acting. Ann Blyth, as his wife, has charm in a role which must be colorless alongside his and sings one number nicely. Miss Kirstein of the Metropolitan Opera is in excellent voice in her limited appearance; so, too, is Jarmila Novotna.

"The Great Caruso" is an aural treat in dimensions unusual and largely unprecedented. There is no point in seeking to escape the fact that, charm and the rest notwithstanding, the film relies on widespread acceptance of opera in large doses for a sweeping success. This reviewer, wishing otherwise, is in no position to underwrite the outcome.

Joe Pasternak produced, with Jesse L. Lasky as his associate. Richard Thorpe directed—and very well. Peter Herman Adler produced the operatic numbers. Sonya Levien and William Ludwig wrote the script and Paul Francis Webster and Irving Aaronson wrote a special, romantically-geared number called "The Loveliest Night of the Year."

Running time, 109 minutes. General audience classification. April release.

RED KANN

"When I Grow Up"

(*Horizon-Eagle Lion Classics*)

THE GROWING pains and problems of an 11-year-old boy are communicated with amusement and sensitivity in "When I Grow Up," a Horizon Productions presentation. The picture generally is a pleasing one of popular audience appeal, although there are moments in its 90 minutes running that seem padded unnecessarily.

Bobby Driscoll plays the youngster who is at trouble with himself, his surroundings and his family. Beset from so many quarters, Bobby's predicament becomes worse when his parents reveal that they don't understand him. And so he decides to run away. Charley Grapewin, as Grandpa, tries to help in this moment of family crisis, but instead draws the ire of the mother. His feeling injured, Grandpa goes to the attic to pack his suitcase. Here amid the momentos of the past, Grandpa relives his youth presented by way of flashback. It seems that he, too, was misunderstood by his parents and ran away. He joined a circus and thrilled to the performers. However, typhoid broke out one day, the boy caught it and nearly died. During his long cure and developments afterwards, the boy's understanding of life deepened.

At this point the story swings back to the present and Bobby returns from his short adventure away from home with apologies and understanding. At the final curtain, Bobby and Grandpa go off for a day of fishing.

Bobby Driscoll plays the youngster in the past and present. Others in the cast are Robert Preston and Martha Scott, as the father and mother in the past, and Henry Morgan and Elizabeth Fraser, the parents of the present. Michael Kanin directed, from his own screenplay. S. P. Eagle produced.

Running time, 90 minutes. General audience classification. Release date, April 20.

MANDEL HERBSTMAN

MOT Plans Ballet Series

The March of Time is planning a series of ballet programs for television, March of Time producer Richard de Rochemont and TV director Arthur B. Tourtellot announced. The ballets will be produced in France by Jean Benoit-Levy with leading French soloists and companies.

Opens Studio Here

James Page Pagliaro, former Metro-Goldwyn-Mayer film engineer, announces the opening of the new Mannon Sound Stages, Inc., in New York, to produce films for theatres and the television and non-theatrical fields. Pagliaro is both owner and president of the studio.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"BEST OF THE BADMEN"

TECHNICOLOR

ALBANY Fox Scr. Rm. 1052 Broadway	Tues. 4/24	2:30	P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Tues. 4/24	2:30	P.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Tues. 4/24	2:30	P.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues. 4/24	3:30	P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Tues. 4/24	2:00	P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Tues. 4/24	2:00	P.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Tues. 4/24	8:00	P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Tues. 4/24	2:30	P.M.
DALLAS Para. Scr. Rm. 412 So. Harwood St.	Tues. 4/24	2:30	P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Tues. 4/24	3:30	P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Tues. 4/24	1:00	P.M.
DETROIT Blumenthal's Scr. Rm. 2310 Cass Ave.	Tues. 4/24	10:30	A.M.
INDIANAPOLIS Fox Scr. Rm. 326 N. Illinois St.	Tues. 4/24	2:30	P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Tues. 4/24	2:30	P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Tues. 4/24	2:00	P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Tues. 4/24	2:00	P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Tues. 4/24	10:30	A.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Tues. 4/24	2:00	P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Tues. 4/24	1:00	P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Tues. 4/24	2:30	P.M.
NEW YORK RKO Scr. Rm. 1270 Sixth Ave. Prev. Rm. B, 7th floor	Tues. 4/24	11:30	A.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Tues. 4/24	2:30	P.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Tues. 4/24	1:00	P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Tues. 4/24	10:30	A.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues. 4/24	3:00	P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Tues. 4/24	2:00	P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues. 4/24	2:30	P.M.
SALT LAKE CITY Fox Scr. Rm. 216 East 1st St. So.	Tues. 4/24	2:30	P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Tues. 4/24	10:30	A.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Tues. 4/24	3:30	P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Tues. 4/24	10:30	A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Tues. 4/24	2:30	P.M.



YOU . . . are invited to

15th Annual Convention

VARIETY CLUBS INTERNATIONAL

in PHILADELPHIA • MAY 9-10-11-12

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Philadelphia 2, Penna.

REGISTRATION FEES:

Barkers ... $40
Ladies $20

includes ALL events

FOR THE SHOWMEN:

Wednesday . . .
1. Registration and "Get Acquainted"
2. FAYE EMERSON SHOW telecast from the Ballroom with you as the audience
3. National League Baseball—PHILLIES vs. PITTSBURGH (Night)
4. BUFFET DINNER DANCE
5. OPEN HOUSE and DANCING until the wee small hours

Thursday . . .
1. Delegates Business Session
2. Luncheon for all Convention Registronts
3. National League Baseball—PHILLIES vs. PITTSBURGH (Afternoon)
4. CANVASMEN'S Annual Dinner
5. Seafood Dinner and Party at Historic OLD BOOK-BINDER'S
6. ROOF GARDEN PARTY with Dancing and Fun.

Friday . . .
1. Delegates Business Session
2. Tour of VALLEY FORGE and dozens of other points of Historic Interest
3. Delegates Luncheon
4. VARIETY CLUB HANDICAP RACE at the Garden State Race Track. Presentation of Variety Trophy by Mrs. Marc Wolf
5. Golf Club Tickets on World Renowned Courses
6. "HEY RUBE" DINNER
7. WORLD PREVIEW of an Outstanding Motion Picture, direct from Hollywood and three months before release for VISITING MOVIE STARS
8. Open House with—and under—the STARS on the Roof Garden
9. Dancing

Saturday . . .
1. Delegates Business Session
2. Luncheon for all Convention Registronts
3. Race Track or Golf in informal groups
4. American League Baseball—ATHLETICS vs. N. Y. YANKEES (Afternoon)
5. MIDWAY BANQUET under the Big Top
6. HUMANITARIAN AWARD during the KEN MURRAY SHOW. Telecast before your eyes from the Banquet Room. Outstanding National Figures
7. Roof Garden Party and Dancing 'til exhaustion . . . and then only 60 minutes to "The World's Playground" ATLANTIC CITY if you want to prolong your vacation or gain a rest!

FOR THE LADIES:

Wednesday . . .
1. "Get Acquainted"
2. FAYE EMERSON SHOW telecast from the Ballroom with you as the audience
3. National League Baseball—PHILLIES vs. PITTSBURGH (Night)
4. BUFFET DINNER DANCE
5. OPEN HOUSE and DANCING until the wee small hours

Thursday . . .
1. SHOPPING TOUR of Philadelphia's Chestnut Street
2. Luncheon with MORTON DOWNEY
3. National League Baseball—PHILLIES vs. PITTSBURGH (Afternoon)
4. Cocktail Party and FASHION SHOW
5. Seafood Dinner and Party at Historic OLD BOOK-BINDER'S
6. ROOF GARDEN PARTY with Dancing and Fun

Friday . . .
1. Tour of VALLEY FORGE, Kitty Foyle's "Main Line," and dozens of points of Historic Interest
2. VARIETY CLUB HANDICAP RACE at the Garden State Race Track. Presentation of Variety Trophy by Mrs. Marc Wolf
3. Golf Club Tickets on World Renowned Courses
4. WORLD PREVIEW of an Outstanding Motion Picture, direct from Hollywood and three months before release
5. Open House for VISITING MOVIE STARS
6. Dancing with—and under—the STARS on the Roof Garden

Saturday . . .
1. Shopping and Sight-Seeing Tours
2. Special LADIES LUNCHEON and CARD PARTY
3. Race Track or Golf in informal groups
4. American League Baseball—ATHLETICS vs. N. Y. YANKEES (Afternoon)
5. Cocktails, Show and Hickory Broiled Steaks at the famed LATIN CASINO
6. Roof Garden Party and Dancing 'til exhaustion . . . and then only 90 minutes to NEW YORK with Fifth Avenue and its magic "name" shops if you want to renew your wardrobe.

LATE EXTR

On Friday ning — Mut Broadcastir QUEEN FO DAY program i plete with all o Stars . . . especially for Convention.

8 BIG PRIZES — be ning with a year's s ply of HOSIERY— LINGERIE—OF CIGARE —OF CHEESE and en with A FREE TRIP FOR 2 HOLLYWOOD with all penses paid.

HURRY! HURRY! HURRY! *OVER 1000 ARE EXPECTED . . . AND RESERVATIONS ARE CLOSING FAST!*

Short Subject

"The MacArthur Story"

(This Is America—RKO Pictures)

With astute timing, RKO Pictures is rushing into release this story of the life of General Douglas MacArthur. The film has been made in conventional, This Is America format, though obviously the subject matter at this moment has much more than routine interest.

The subject starts at the General's birthplace, and then proceeds to cover all aspects of his military growth. Bound up with the General's military rise are the major historical events of our time. There is no mention of President Truman's dismissal of MacArthur in the film which has been in preparation for sometime. The picture takes no part of a controversy and portrays the General in a highly favorable light. Running time, 17 minutes.

May 1 Is New Date Of SCTOA-US Meet

WASHINGTON, April 12.—Assistant Attorney General H. Graham Morison has agreed to meet here on May 1 with the Southern California Theatre Owners Association delegation, according to Gael Sullivan, executive director of the Theatre Owners of America. Basic purpose of the meeting will be trade practice complaints from the Los Angeles area.

The meeting with the D. of J., requested by the SCTOA, was originally set for April 4. Next a tentative meeting date was set for April 16.

The California group will discuss with the anti-trust chief the Los Angeles zoning situation, print shortages, arbitration and other Coast problems. National TOA officials accompanying them will bring up the nation-wide print shortage.

Albert Hanson, Sherrill Corwin and Ezra Stern will represent the SCTOA, Sullivan said. Sullivan and TOA general counsel Herman Levy will represent the TOA.

Maas on Tour of MPEA Markets

Irving Maas, vice-president of the Motion Picture Export Association, will leave here on Sunday, on a tour of MPEA markets in Asia and Europe, spending eight weeks covering Japan, Czechoslovakia, Poland, Yugoslavia and Austria.

In Tokyo, his initial stop, Maas will survey preparations now under way for the transfer of distribution controls in Japan to individual company operation following the expiration of present MPEA licenses in that country on next Jan. 1. Maas will also seek to determine for member company guidance what changes in commercial and financial regulations might be expected to ensue from the conclusion of the peace treaty now under negotiations with Japan.

In Czechoslovakia, Poland, Yugoslavia and Austria, Maas will hold confabs with MPEA managers and with film officials of the respective governments on matters bearing on the future course of distribution for MPEA member company product.

Reviews

"The Great Caruso"

(*Metro-Goldwyn-Mayer*)

MARIO LANZA, already off to a fast start in his earlier musicals for Metro, really hits it in "The Great Caruso." It is a treat for ear and eye brought off in Metro's very best taste.

Any film based on the life of the greatest tenor of his day obviously must rely heavily on opera; "The Great Caruso" does in preponderant measure. But opera has its heavy and light moments, its popular and its limited appeal. Wisely, the producer selected his material well, inevitably bearing in mind the familiar arias which have the better opportunity to succeed. Not all of the almost 30 numbers, sung in part and in toto, are on the light side, but most of them are. When they are not light, the advantage of being familiar is in their corner.

In point of story, there is nothing to distinguish this from its many, many predecessors. The undertaking at hand was to sketch the life span of the internationally renowned singer from boyhood and the church choir in Naples to supernumerary roles in touring opera companies and thereafter to the famed La Scala in Milan, Covent Garden in London and the Metropolitan in New York. The true-life romance with Dorothy Benjamin, society woman, is told and handled with deftness, charm and romantic fervor.

There are many light touches, very pleasantly and appealingly detailed. Against its nostalgic background of the early years of the century captured in Technicolor, the attraction unfolds with warmth and appeal. Lanza, of course, sings at the drop of the hat, ranging from Tosti, Rossini, Verdi and Puccini to Mascagni, Ponchielli, Puccini and Leoncavello to Victor Herbert, Bach-Gounod, Donizetti and Von Flotow—their operas and their works. He sings 15 numbers solo, two with Dorothy Kirsten and others in ensemble and with chorus. One would expect and, gets, such famed arias as the Torture Scene from La Tosca, the Villification Scene from Cavalleria Rusticana, La Donna e Mobile and the Quartet from Rigoletto, Vesti la Guibba from Pagliacci and, in some ways, perhaps the most successful of all, Ave Maria, sung at St. Patrick's Cathedral with a boys' choir.

Lanza is excellent in voice, in figure and in acting. Ann Blyth, as his wife, has charm in a role which must be colorless alongside his and sings one number nicely. Miss Kirstein of the Metropolitan Opera is in excellent voice in her limited appearance; so, too, is Jarmila Novotna.

"The Great Caruso" is an aural treat in dimensions unusual and largely unprecedented. There is no point in seeking to escape the fact that, charm and the rest notwithstanding, the film relies on widespread acceptance of opera in large doses for a sweeping success. This reviewer, wishing otherwise, is in no position to underwrite the outcome.

Joe Pasternak produced, with Jesse L. Lasky as his associate. Richard Thorpe directed—and very well. Peter Herman Adler produced the operatic numbers. Sonya Levien and William Ludwig wrote the script and Paul Francis Webster and Irving Aaronson wrote a special, romantically-geared number called "The Loveliest Night of the Year."

Running time, 109 minutes. General audience classification. April release.

RED KANN

"When I Grow Up"

(*Horizon-Eagle Lion Classics*)

THE GROWING pains and problems of an 11-year-old boy are communicated with amusement and sensitivity in "When I Grow Up," a Horizon Productions presentation. The picture generally is a pleasing one of popular audience appeal, although there are moments in its 90 minutes running that seem padded unnecessarily.

Bobby Driscoll plays the youngster who is at trouble with himself, his surroundings and his family. Beset from so many quarters, Bobby's predicament becomes worse when his parents reveal that they don't understand him. And so he decides to run away. Charley Grapewin, as Grandpa, tries to help in this moment of family crisis, but instead draws the ire of the mother. His feeling injured, Grandpa goes to the attic to pack his suitcase. Here amid the momentos of the past, Grandpa relives his youth presented by way of flashback. It seems that he, too, was misunderstood by his parents and ran away. He joined a circus and thrilled to the performers. However, typhoid broke out one day, the boy caught it and nearly died. During his long cure and developments afterwards, the boy's understanding of life deepened.

At this point the story swings back to the present and Bobby returns from his short adventure away from home with apologies and understanding. At the final curtain, Bobby and Grandpa go off for a day of fishing.

Bobby Driscoll plays the youngster in the past and present. Others in the cast are Robert Preston and Martha Scott, as the father and mother in the past, and Henry Morgan and Elizabeth Fraser, the parents of the present. Michael Kanin directed, from his own screenplay. S. P. Eagle produced.

Running time, 90 minutes. General audience classification. Release date, April 20.

MANDEL HERBSTMAN

MOT Plans Ballet Series

The March of Time is planning a series of ballet programs for television, March of Time producer Richard de Rochemont and TV director Arthur B. Tourtellot announced. The ballets will be produced in France by Jean Benoit-Levy with leading French soloists and companies.

Opens Studio Here

James Page Pagliaro, former Metro-Goldwyn-Mayer film engineer, announces the opening of the new Mannon Sound Stages, Inc., in New York, to produce films for theatres and the television and non-theatrical fields. Pagliaro is both owner and president of the studio.

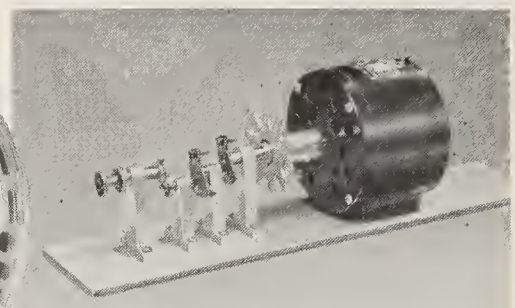
RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

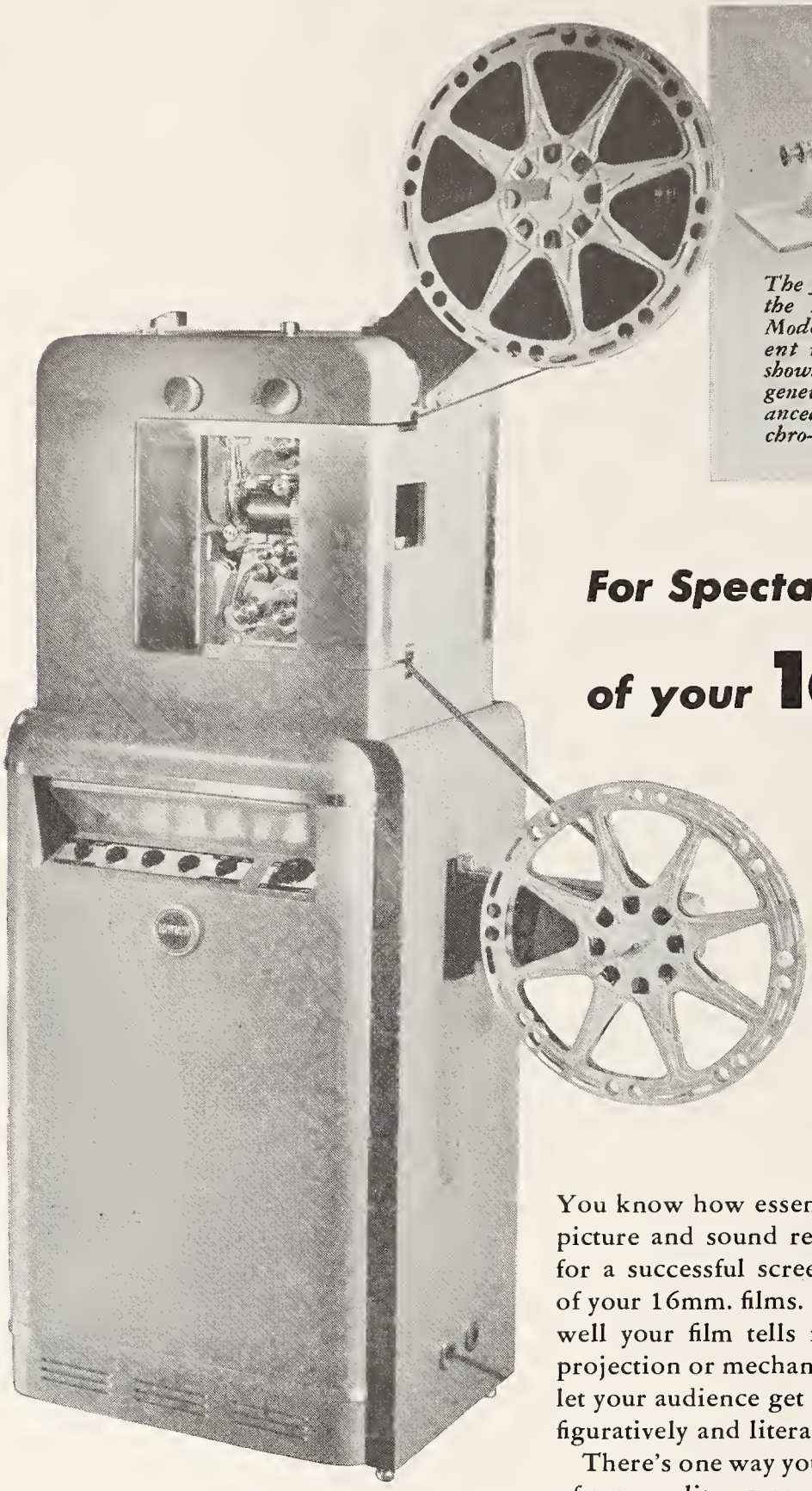
"BEST OF THE BADMEN"

TECHNICOLOR

ALBANY Fox Scr. Rm. 1052 Broadway	Tues. 4/24	2:30	P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Tues. 4/24	2:30	P.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Tues. 4/24	2:30	P.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues. 4/24	3:30	P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Tues. 4/24	2:00	P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Tues. 4/24	2:00	P.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Tues. 4/24	8:00	P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Tues. 4/24	2:30	P.M.
DALLAS Para. Scr. Rm. 412 So. Harwood St.	Tues. 4/24	2:30	P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Tues. 4/24	3:30	P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Tues. 4/24	1:00	P.M.
DETROIT Blumenthal's Scr. Rm. 2310 Cass Ave.	Tues. 4/24	10:30	A.M.
INDIANAPOLIS Fox Scr. Rm. 326 N. Illinois St.	Tues. 4/24	2:30	P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Tues. 4/24	2:30	P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Tues. 4/24	2:00	P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Tues. 4/24	2:00	P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Tues. 4/24	10:30	A.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Tues. 4/24	2:00	P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Tues. 4/24	1:00	P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Tues. 4/24	2:30	P.M.
NEW YORK RKO Scr. Rm. 1270 Sixth Ave. Prev. Rm. B, 7th floor	Tues. 4/24	11:30	A.M.
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PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Tues. 4/24	10:30	A.M.
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PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Tues. 4/24	2:00	P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues. 4/24	2:30	P.M.
SALT LAKE CITY Fox Scr. Rm. 216 East 1st St. So.	Tues. 4/24	2:30	P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Tues. 4/24	10:30	A.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Tues. 4/24	3:30	P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Tues. 4/24	10:30	A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Tues. 4/24	2:30	P.M.



The film advance mechanism of the Eastman 16mm. Projector, Model 25, with its own independent motor drive. Illustration shows, from left to right: sprocket; geneva star and driver; two balanced off-center accelerators; synchro-gears; and motor.



Eastman 16mm. Projector, Model 25, adapted for tungsten illumination.

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THE EASTMAN 16mm. PROJECTOR, Model 25

You know how essential top-quality picture and sound reproduction are for a successful screen presentation of your 16mm. films. No matter how well your film tells its story—poor projection or mechanical failure will let your audience get away from you, figuratively and literally.

There's one way you can be certain of top-quality screen presentation—by projecting your films with an Eastman 16mm. Projector, Model 25. Here are a few of the many reasons why.

First, the Eastman Model 25 is the result of an entirely new design concept. It is an applied engineering solution to the problems of 16mm. sound projection, capable of continuous-duty, dependable performance.

Second, since it gives you a choice of high-intensity arc or tungsten illumination—plus *Lumenized* Kodak Projection Ektar Lenses—you can get the screen image brilliance, contrast range, and full screen definition you want under your operating conditions.

Third, unparalleled sound reproduction quality is made possible by advanced optical and electronic engineering. It gives you dependable continuous-duty theater-quality screen presentation when you want it.

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Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 73 NEW YORK, U. S. A., MONDAY, APRIL 16, 1951 TEN CENTS

Charge Abuse Of Free 'G.I.' Film Showings

Theatres Hit Admittance Of Camp Visitors Gratis

Exhibitors in widely-scattered areas are beginning to complain again about an "abuse" which a year ago was thought to have been corrected, namely the admittance of the non-military public to the gratis showings of pre-releases in Armed Services camps.

States from which the most persistent exhibitor complaints against the practice have emanated are New Jersey, Rhode Island and California.

The distributors for many years have been making pre-release prints available to Army, Navy and Marine training bases and camps. This policy, rooted in patriotism and adopted during World War II, has the general support of theatre operators, who agree that military trainees should be treated to free motion picture shows in camp from time to time as a means

(*Continued on page 3*)

MPA Suggests Trust Suit Damages be Cut

WASHINGTON, April 15.—The Motion Picture Association of America has suggested to Congress amending the anti-trust laws to give Federal courts discretion to allow less than treble damages in private anti-trust suits.

Under present law, once a guilty verdict is returned against a defendant in such a suit, treble damages are mandatory. Testifying before a House

(*Continued on page 3*)

Texas Allied Seen Halted in Oklahoma

DALLAS, April 15.—The two months' effort of Texas Allied to "invade" Oklahoma, heretofore and still a Theatre Owners of America territory, appears to be petering out without any prospect of success.

H. A. Cole, president of Texas Allied, launched the "invasion" attempt last February with an open-letter to Oklahoma exhibitors. Emphasis was placed upon the fact that an Oklahoma exhibitor who was a director

(*Continued on page 3*)

UA Profits Must Cover Full Year Before Management Gets 50% Stock Ownership

Although United Artists' management has disclosed that the acquisition of Eagle Lion Classics as of April 28 will put UA in the black immediately, that fact in itself will not be sufficient to meet the requirements of the option agreement which gives ownership of 50 per cent of the UA stock to the management group upon achieving profitable operations.

In order to take possession of the stock, now in escrow with Chemical Bank and Trust Co., UA must show profitable operations for a full year, January through December, during the next three years. The chance that profits can be shown for the current year are slim despite the ELC deal, because four months of losses must be overcome in the remaining eight months of the year — two months of losses inherited from the previous UA regime and two months of continuing losses during which the new management reorganized operations.

Propose Distribution-Wide Vote on 'Collarite' Status

All distributors which have contracts with the Screen Office and Professional Employes Guild and the Screen Publicists Guild will be represented at a conference scheduled for April 23 at the National Labor Relations Board office here to determine whether there is agreement on an SPG-SOPEG proposal for a broad-scale election to determine collective bargaining representation rights.

The present SPG-SOPEG contracts have been questioned as to their validity in consequence of those unions' tie-up with the Distributive, Processing and Office Workers of America. The contracts were signed by the now dissolved United Office and Professional Workers of America. SPG-SOPEG's identity at Paramount is regarded as lost under an NLRB ruling, and this concept is regarded by some as applying to all other units covered by the UOPWA pacts.

Since IATSE Motion Picture Home Office Employes Local No. H-63 has challenged SOPEG's strength at Paramount and at the Loew's and 20th-Fox exchanges, that union is also expected to be represented at the April 23 meeting.

Peppercorn Heads Canadian Sales

Carl Peppercorn has been appointed Canadian district manager for RKO Radio to succeed the late Leo M. Devaney, it was announced here by Robert Mochrie, sales vice-president. Peppercorn's headquarters will be in Toronto.



Carl Peppercorn

Peppercorn entered the film business 24 years ago with the old FBO, forerunner of RKO Radio, as a booker in New Haven. After World War II and three years in the Navy, Peppercorn returned to RKO as sales manager of the New York branch. He will leave for Toronto this week.

Martin Levine Heads N. Y. Cinema Lodge

Martin Levine, Brandt Theatres executive, has been elected president of New York's Cinema Lodge of B'nai B'rith. He replaces Albert A. Senft, president of Sterling Sign Co.

Elected vice-presidents were Harold L. Danson, Milton Livingston, Richard Malkin, Louis A. Novins, Arthur H. Schwartz, Robert K. Shapiro, and Al Wilde. Jack H. Hoffberg was re-elected treasurer and Jack Weissman was elected secretary. Senft was

(*Continued on page 3*)

Name Trade Press Palsy Drive Group

A motion picture trade press committee for the second annual United Cerebral Palsy's campaign to be held throughout May was announced here Friday by Leonard H. Goldenson, United Cerebral Palsy president and president of United Paramount Theatres.

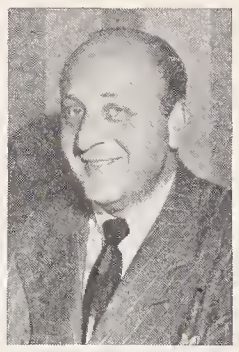
Members of the committee are: Chester Bahn, *Film Daily;* Herb Golden, *Variety;* Jack Harrison, *Hollywood Reporter;* James Ivers,

(*Continued on page 6*)

Broad Changes Set for UA Selling Staff

Kranze Gets Post; Cohen To Follow; Jack Resigns

This week will see numerous changes among the managerial personnel of United Artists' sales department, it was revealed on Friday as William J. Heineman, distribution vice-president, confirmed the appointment of Bernard G. Kranze as his executive assistant. Kranze, who for the past six weeks was ELC distribution vice-president, will assume his new duties April 30. Fred Jack disclosed on Friday his resignation as UA Western general sales manager.



Bernard Kranze

(*Continued on page 6*)

Kranze Loses Suit For FC Back Pay

Judge John F. X. McGohey, acting on a motion by Cinecolor Corp., dismissed in U. S. District Court here on Friday the suit which Bernard G. Kranze brought against the company for claimed unpaid remuneration in the amount of $109,000 for services as general sales manager to the now defunct Film Classics, one-time Cinecolor subsidiary.

Kranze, who for the past six weeks

(*Continued on page 6*)

Italian Group Off With Pact Proposal

The representatives of the Italian film industry left here for home on the *S. S. Queen Mary* Saturday prepared to submit to the Italian government recommendations which were said to have been found acceptable by the Motion Picture Export Association and the Society of Independent Motion Picture Producers.

These recommendations, if adopted by Italian authorities, will form the

(*Continued on page 3*)

Personal Mention

GUS S. EYSSELL, executive vice-president of Rockefeller Center, is due to return here today from Europe.

•

ANDY W. SMITH, general sales manager for 20th Century-Fox, arrived in Seattle from New York at the weekend, while HERMAN WOBBER, Western division manager, and B. D. STONER, assistant Western division manager, arrived there from San Francisco.

•

RENE CLAIR, French director-producer, and RAOUL W. FEIGNOUX, European representative for Walt Disney Productions, acompanied by MRS. FEIGNOUX, are due here today from Europe.

•

JOEL BEZAHLER, M-G-M sales executive, announces the marriage of his daugther, ARLINE MURIEL, to GEORGE FREDRIC SHINBROT in Brooklyn yesterday.

•

RUSSELL HOLMAN, Paramount's Eastern production head, is due to return here today from a North Carolina vacation.

•

JAY EISENBERG, of M-G-M's sales-legal departments, is due back here today from New Orleans.

•

AL CROWN, worldwide sales vice-president of Goldwyn Productions, left here for the Coast at the weekend.

•

DON PRINCE, Eastern publicity director for RKO Pictures, left here over the weekend for Hollywood.

•

RUBE JACKTER, Columbia assistant general sales manager, is scheduled to return here today from a vacation.

Catholic Press Hears Coleman on Code

The industry's Production Code "is not more peculiarly Catholic than it is Protestant or Jewish," but "represents a common denominator of all morally conservative points of view," members of the Catholic Institute of the Press were told by John A. Coleman, a director of United Paramount Theatres, at a Communion breakfast held here yesterday at the Waldorf-Astoria.

Coleman, who pointed out the service of films in spreading the ideas of American democracy, said that the Code does not require that "movies be preachments," nor does it select stories for the producer. It does, he said, "insist that movies must not corrupt and that they have the duty and obligation to be decent."

CBS Reduces Rates

Columbia Broadcasting System will reduce radio network rates 10 to 15 per cent effective July 1, Frank Stanton, CBS president, announced.

Tradewise . . .

By SHERWIN KANE

THE little known fact that Spyros Skouras gave moral aid to the deal which resulted in the purchase last week of Eagle Lion Classics by United Artists from Pathe Industries need not detract in any way from the credit which rightly is due the principals who carried the negotions to their spectacularly successful consummation.

It seems proper to record, however, that had it not been for the good offices of Skouras, the deal that caught the industry by surprise, largely because the negotiations were opened and successfully concluded before the word that they were in progress had a chance to circulate, might never have been.

Skouras's role, characteristically, was an unselfish one. Motives, if any, appear to have been centered entirely upon his wish to see United Artists, a venerable component of the industry, continue as a going concern and strengthened during its recent and current period of emergency. There is also his warm, personal feeling for several of the members of the new United Artists management. Beyond that, there was no more to it than a warm heart in an essentially friendly individual.

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From that point on, the deal was up to Matthew Fox and William C. MacMillen, notably assisted by Seymour Peyser and Seward Benjamin, attorneys for United Artists, and Robert Augenblick, attorney for ELC. The rapidity with which they put through and closed the deal stands as a phenomenon in a traditionally phenomenal industry, with much of the credit going to the attorneys.

Some part of the success of the deal was due also to "spade work" unconsciously contributed by mutual friends of the new UA management and of Robert R. Young, principal owner of Pathe Industries, ELC's parent company. Young had been reluctant to part with ELC, despite the urging of PI board members that it was advisable to do so unless he was prepared to put substantial new money into ELC, which he wasn't.

It was on this receptive ground that Fox's long distance query about the kind of a deal which might be of interest was put to Young in Palm Beach a week ago last Friday. Young reportedly expressed interest and invited Fox to fly down for a talk. Young then had his private car attached to a New York-bound train on Monday and the details of the deal were pretty well set by the time Young and Fox detrained in New York.

The advantages of the deal to UA have been reported in detail in these news columns. The advantages to Pathe Industries center mainly in a 10-year deal for Pathe to do UA's laboratory work, involving a volume substantially greater than that it previously received from ELC. The laboratory has been Young's consistently profitable operation in the film industry. The deal also resolved the indecision on Path's side concerning what was to be done with ELC, a question which has troubled the parent company since Arthur Krim stepped down as its president several years ago and ELC suspended production on its own.

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To finance the deal, UA sacrificed an estimated $500,000 of sound financing, ear-marked for current operations, and applied it to securing the ELC deal, it is understood.

The coup is characteristic of the vital new UA management. It provides them with additional time to originate new moves, perhaps equally as spectacular, to further assure their company's future. It may be safely said now that UA has passed its most critical period. The planning from now on may be devoted exclusively to ensuring the the permanence of its new-found stability.

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It now appears that the Federal Communications Commission was talking about two other guys when it issued its ill-considered statement of policy that motion pictures, talent and stories should be made available to television if motion picture interests are to have favorable consideration by the FCC of applications for television licenses.

We didn't mean theatres, said Wayne Coy, FCC chairman, and we didn't mean motion pictures, talent and stories. We meant commercial subjects made especially for television use.

It is to be hoped that the FCC will see fit to amend the order forthwith to conform to Coy's statement of what it is intended to say but does not.

Newsreel Parade

All current issues of the newsreels are devoted exclusively to the story of President Truman relieving General MacArthur of his four commands.

FCC Replies To Sen. Wiley

WASHINGTON, April 15.—The Federal Communications Commission said it had included the remarks about film companies in its recent report on licensing policy largely because it wanted to be fair to the companies.

"We felt in fairness to the movies interests involved in this proceeding, as well as the general public, that we should inform them of our concern regarding what may be a conflict of interest which motion picture producers and distributors might have in the operation of television stations," the Commission said Friday. "Whether this conflict is substantial enough to disqualify any applicants, we certainly have made no final judgment."

The Commission made these remarks in a letter to Senator Alexander Wiley (R., Wisc.), who had written to FCC chairman Wayne Coy protesting the licensing report. The FCC letter was couched in fairly vague terms, and while it was hard to estimate whether it represented a reiteration of the Commission's warning to producers or a further retreat, industry attorneys here felt that it was a step in the right direction.

The Commission told Wiley that it had received information to the effect that "certain segments of the motion picture industry have engaged in practices, which, if true, may raise questions as to the broadcast qualifications of the parties engaged in such practices. Inasmuch as a number of parties in this proceeding are motion picture producers and distributors we thought it only fair to apprise them of these reports and of the questions which have been raised."

Major Studios' Wage Offer Seen Rejected

HOLLYWOOD, April 15.—Major studios' offer of a voluntary wage increase to IATSE locals, on condition that the contract reopening date be postponed one year, appeared doomed to rejection, following the vote by memberships of several locals against acceptance. Although the actual deadline is tomorrow, and neither unions nor studios have commented on the prospects, the general feeling is that the raise, which includes an escalator clause, will be by-passed.

Gerard Arrives Here

Barney Gerard, Monogram producer, arrived here form the Coast at the weekend to attend funeral services for his brother-in-law, Nathan Fox. Before returning to the Coast, he will confer with Morey Goldstein, Monogram's general sales manager.

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Schine Appeal to NPA Is Rejected

WASHINGTON, April 15.—The National Production Authority has denied Schine Chain Theatres, Inc., per-theatre at Salisbury, Md., it was announced here.

This was the highlight of 15 NPA actions on appeals from the construction control order.

Meanwhile, the agency was reported readying an announcement of the creation of an appeals board to process appeals from all NPA orders, both in the construction field and in allocations and priorities, and another announcement that certain building materials would no longer be subject to the special priority for maintenance and repair. This priority has been usable by individual builders without government authority and the NPA order will declare that it is no longer valid for certain key materials, such as steel.

Grant Eight Appeals

Eight NPA appeals were granted in all, and seven, including the Schine project, were denied. The following projects were approved:

A $40,000 drive-in in Sanford, N. C., for Lee Drive-in Theatre; a $19,000 theatre in Marathon, Fla., for D. H. Lewis and Herbert Wood; partial reconstruction of a theatre at Illiopolis, Ill., which was destroyed by fire, $15,000, Illiopolis Theatres, Inc.; an $81,000 drive-in at Skokie, Ill., for the La Salle National Bank and Skokie Amusement Corp.; an $11,000 drive-in for B. W. Hall at Lubbock, Tex.; a $74,190 drive-in at El Paso, Tex., for John Blockner; a $6,900 theatre building at San Jon, New Mexico, for R. A. Fickel; and structural changes and alterations to a United Artists theatre circuit house at Long Branch, Cal., at an estimated cost of $95,880.

Denied were these projects, in addition to the Schine theatre: a drive-in for Herman S. Gould at Omaha; a $45,150 theatre at Alamo, Tex., for Mundo and Mundo Enterrpises; a $31,800 drive-in at San Angelo, Tex., for Concha Theatres; a $14,740 drive-in for Thompson Theatre Co. at Atoka, Okla.; a $6,500 drive-in for Paul Rothman at Denver; and $22,600 to alter a theatre at Hanford, Cal., proposed by Valley Theatre Co.

Free 'GI' Shows

(*Continued from page* 1)

of relaxation from the rigors of camp life.

In recent months, however, with the reactivation of military preparedness and the consequent increase in the number of trainees, the number of non-military visitors to camps and bases has mounted proportionately, it is indicated. These visitors—parents, sweethearts, wives, and even townspeople in areas adjacent to the camps—are being admitted to the free exhibition of the pre-releases, area exhibitors complain.

Martin Levine

(*Continued from page* 1)

elected chaplain. Elected members-at-large of the executive committee were Max Blackman, Leo Jaffe, Julius Collins and Fred Schwartz.

Installation will take place at a dinner at Rosoff's here on Tuesday evening, May 22.

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NEWS in Brief . . .

MINNEAPOLIS, April 15.—Negotiations between the Colosseum of Motion Picture Salesmen and management representatives broke off here after a Federal conciliator was unable to bring the parties to an agreement on terms of a new contract. It is believed that negotiations will be resumed later in New York.

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HOLLYWOOD, April 15.—Los Angeles exhibitors, who say they've been harder hit than any in the country by television, were let in for additional "special events" competition today after the City Council voted, ten to two, to permit television stations to cover their meetings.

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LONDON, April 15.—"Odette" won the British National Film Award, sponsored by the *Daily Mail* and voted upon by film-goers nationally, marking the fourth time in six years that a Herbert Wilcox production has won. Anna Neagle, star of the film, won the best actress award. Miss Neagle, Wilcox's wife, has won the honor twice in the last three years.

John Mills won the best actor award for his performance in "Operation Disaster."

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Toronto, April 15.—The resignation of three more executives of Odeon Theatres of Canada has been revealed in Toronto. These are Jerry Sprague, treasurer; A. B. Robinette, secretary, and Howard Boothe, British Columbia supervisor of theatres. The Western regional booking office at Vancouver is being transferred to Toronto.

Resignation of A. J. Laurie as Odeon public relations director, was previously announced.

•

SAN FRANCISCO, April 15.—Herman Wobber, West Coast division manager of 20th Century-Fox, announces "with considerable regret" the decision of Clyde Eckhardt to retire as manager of the Los Angeles exchange, effective July 1.

Alex Harrison, a seasoned sales executive and present manager of the San Francisco exchange, succeeds Eckhardt. Jack Erickson, veteran salesman with the firm for many years will assume the management of the San Francisco office.

MPA Suggests

(*Continued from page* 1)

Judiciary sub-Committee on Friday in opposition to a pending bill to set up a six-year statute of limitations on private anti-trust suits, Kenneth Royall, representing the MPAA, suggested that the committee consider amending the anti-trust laws to give the court discretion to award either actual damages or any amount up to treble damages.

The 20th Century-Fox attorney concluded Friday the testimony he had started Wednesday, arguing that a six-year statute would increase the number of suits against distributors.

"If the trend of these anti-trust suits continue," Royall said, "they can easily total $600,000,000 or $700,000,000." He pointed out that since his tesitmony had been prepared earlier in the week the figure on suits by theatre owners against distributors had increased from $185,000,000 to "over $200,000,000."

House 'Red' Probe Off Until Tomorrow

WASHINGTON, April 15. — The House Un-American Activities Committee goes into its second full week of hearings on Communist activity in Hollywood on Tuesday.

There will be no hearings tomorrow. Committee officials said it was "safe to assume" that among the first witnesses will be three left over from last week — Anne Revere, Harold Buchman and Sam Moore.

On Friday four "unfriendly witnesses" were called, Waldo Salt, Paul Jerrico, Victor Killian and Fred Graff. The cooperative witness was Meta Reis Rosenberg, a former assistant Paramount story editor, who admitted being an ex-Communist.

Texas Allied

(*Continued from page* 1)

of the Theatre Owners of Oklahoma had not only joined Texas Allied but had solicited the latter's aid in obtaining adjudication of a grievance against a distributor.

Morris Loewenstein, president of T.O.O., replied at the time that his organization had previous knowledge of the exhibitor's affiliation with Texas Allied, adding that the groundwork for settlement of his grievance had been laid previously by T.O.O.

As of now, the one member of T.O.O. whose affiliation with Texas Allied presumably inspired the bid for an Oklahoma unit, is the only one from the later state to join the Cole organization, insofar as can be learned.

Canadians Escape New Ticket Taxes

Ottawa, April 15.—Contrary to widespread rumors circulating lately on new amusement taxes, the Canadian Government announces a new list of taxes for the coming fiscal year, without imposing any new direct tax increase on amusements except a 20 per cent surtax on the income of theatres operating as corporations.

Italian Unit Off

(*Continued from page* 1)

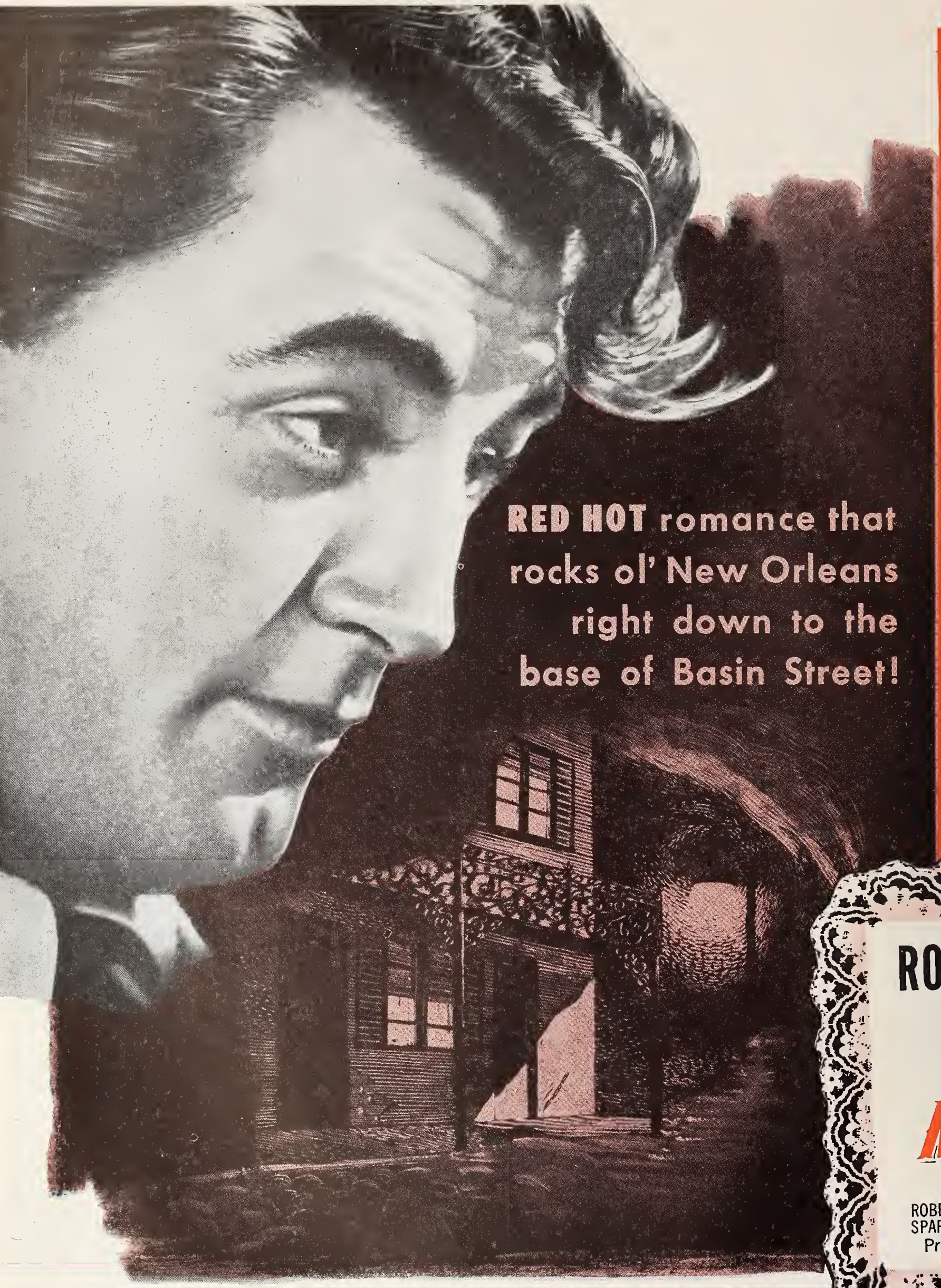
basis of an arrangement which will regulate for the next two years all of the economic and financial problems affecting the operations of participating companies in Italy and establish better relations between the industries of both countries, according to the MPAA. The Italian delegation also indicated specific suggestions for improvement in the promotion and exploitation of Italian films in the American market.

It is regarded virtually certain that the new pact will have provision for a substantial unblocking of U. S. companies earnings, and that there will be no guarantees with respect to the marketing of Italian-made films here.

Conversations have been held in New York between the Italian and American representatives from March 28 to April 13.



"BRILLIANT!" is the word from Daily Variety on "THE SCARF!"


RED HOT romance that
rocks ol' New Orleans
right down to the
base of Basin Street!
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ROBERT . POLAN
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Production

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MELVYN DOUGLAS
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FORBIDDEN PAST
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From the novel CARRIAGE ENTRANCE by POLAN BANKS

RKO RADIO PICTURES

Skouras Cites Mature Films

CAMBRIDGE, Mass., April 15.—Because present-day films are "more mature, more realistic, more authentic, more courageous, and cover a wider range of subjects relating to the vital current interests and welfare of the public," the slogan "Movies Are Better Than Ever," is deserved, Spyros P. Skouras said at a Harvard Law School forum here on Friday.

The 20th Century-Fox president participated in a panel discussion on the legitimacy of the slogan and pointed out that his company originated it.

Al Capp, cartoonist, taking the opposing view, asserted that "two-thirds of the American public have lost interest in the movies and it is about time that the motion picture producer must realize that he has to give the public pictures with quality."

Bosley Crowther, film reviewer of the New York *Times,* stressed the "choosiness" of film audiences today, while Fay Emerson boosted TV.

Palsy Drive

(*Continued from page* 1)

Motion Picture Herald; James M. Jerauld, *Boxoffice;* Sherwin Kane, MOTION PICTURE DAILY, chairman; Tom Kennedy, *Showman's Trade Review;* Mel Konecoff, *The Exhibitor;* Herbert M. Miller, *The Exhibitor;* Al Picoult, *Harrison's Reports;* Barney Stein, *Film Bulletin,* and Morton Sunshine, *Independent Film Journal.*

Changes in UA Sales Staff

(*Continued from page* 1)

His replacement by Milton E. Cohen, until now ELC general sales manager, was scheduled for announcement today.

Before the week is out, some 10 or 12 UA branch managers, and a few other sales officials in other strata of the company's operations, will be replaced by individuals who up to now have been associated with ELC, it was indicated unofficially. Heineman, until about six weeks ago was ELC distribution vice-president, and is uniquely equipped therefore to make selections from among the best of ELC's sales staff, which was disbanded as of last Thursday.

ELC's notice to its field sales forces relieved branch managers of their posts with two weeks' notice. The salesmen, however, were dropped from the payroll at once. The latter are members of the Colosseum of Motion Picture Salesmen, nationwide union. Whether the ELC salesmen are entitled to severance pay under the terms of their contract could not be determined here at the weekend.

ELC has contracts with the IATSE covering "white collar" workers at the exchanges, with the Screen Office and Professional Employes Guild covering home office "collarites," and with Screen Publicists Guild which represents non-executive publicity and advertising personnel. Two weeks' notice was given the exchange and home office workers on Friday, but not the publicists, it was reported. Whether the SOPEG members would receive severance pay was a point which evidently had not been settled on Friday; however the IATSE contract which became effective last Dec. 1 contained a severance pay clause covering exchange "collarites" with two years and more of service with the company.

Howard LeSieur, ELC advertising-publicity director; Bernard Kamber, publicity manager, and Ted Lazarus, advertising manager, were advised by the company on Friday that their employment would terminate with the completion of the sale to UA on April 28. Kamber indicated he would return to his former activity of publicity agent for independent producers.

Nat Nathanson is expected to continue as UA Eastern general sales manager.

U. A. Screens 'Queen' for Representatives of MBS

CHICAGO, April 15.—A special showing of "Queen for a Day," followed by a cocktail party, was held here tonight at the Stevens Hotel for more than 400 Mutual Broadcasting station representatives, reported Max E. Youngstein, advertising-publicity vice-president for United Artists, which is releasing the Robert Stillman production. The screening preceded the opening of the National Association of Broadcasters convention.

M-G-M at NARTB Meet

CHICAGO, April 15.—Metro-Goldwyn-Mayer Radio Attractions will send a large delegation to the 29th annual convention of the National Association of Radio and Television Broadcasters at the Stevens Hotel.

Kranze

(*Continued from page* 1)

has been Eagle Lion Classics distribution vice-president, on Friday was named executive assistant to William J. Heineman, United Artists distribution vice-president.

Kranze's complaint explained that his employment contract with Film Classics was a "three-cornered" arrangement whereby Cinecolor approved the salary and assumed the obligation to sell him 10,000 shares of Cinecolor stock. Kranze went over to Eagle Lion Classics when FC and EL merged, becoming general sales manager under Heineman, who then was ELC distribution vice-president.

Judge McGohey held that only Film Classics, now out of existence, was obligated to pay Kranze's salary, and that therefore there was no basis for the claim against Cinecolor. It is expected to be decided this week whether the plaintiff will appeal the verdict.

The FC employment pact called for $800 per week salary for the first year, $1,000 per week for the second and third years, and $1,250 for the fourth and fifth, the complaint stated. Kranze complained that he failed to receive $28,450, plus earnings inherent in the stock option.

Appoint Jack Service

CLEVELAND, April 15.—Jack Service, purchasing and sales executive of National Theatre Supply, has been appointed chairman of the theatre engineering committee of the Society of Motion Picture and Television Engineers, it was announced here by Fred T. Boditch, SMPTE vice-president.



"Boxoffice bonanza. Ace-high merchandising product!" —MP Daily

AMPA SALUTES TRADE PRESS

AMPA will pay tribute to its motion picture trade press at the next meeting.

MR. SILAS F. (Si) SEADLER

M.G.M. Director of Advertising, will be chairman of the meeting and master of ceremonies.

MR. WILLIAM F. RODGERS

Vice-president of Loew's Inc., and distinguished veteran authority on motion picture sales and distribution, will be our principal speaker.

THE DATE: Wednesday, April 18

THE TIME: 12:30 P.M. (Promptly)

THE PLACE: GEORGIAN ROOM, HOTEL PICCADILLY

THE PRICE: $2.50 per person (including tip)

TICKETS: Albert Floersheimer, Jr., Walter Reade Theatres, 701 Seventh Avenue, Telephone: CIrcle 5-5250

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 74 NEW YORK, U. S. A., TUESDAY, APRIL 17, 1951 TEN CENTS

ELC Bow Out Ups Monogram In 'B' Market

Production Hike Ranging 25-50% Seen by Broidy

Monogram expects to be in a position to increase its yearly output of "B" pictures 25 to 50 per cent as a result of the sale of Eagle Lion Classics to United Artists and in view of UA's declared intention to concentrate on "A" films beginning next year, Steve Broidy, Monogram president, declared here yesterday.

Citing also Columbia's recent announcement that it will trim its "B" product schedule, Broidy said: "With one competitor dropping out of the market and another cutting down, we naturally find ourselves in the strongest position we've been in since the formation of our company."

Monogram, now to all intents and purposes a distributor of independently-produced product, "will watch the

(*Continued on page 6*)

NEWS FLASHES

Hollywood, April 16.--Roy Brewer, international representative of the IATSE, told today's meeting of the Hollywood AFL Film Council, that he has been invited by the House Un-American Activities Committee to testify with regard to labor's fight against Communist infiltration in the industry and that he will go to Washington for that purpose May 8-9.

•

Washington, April 16.-As a step to conserve supplies for motion picture companies, photographic film was included among products for which business firms can no longer use a government priority when needed for maintenance, repair or operating supplies.

Daff Finds Theatre Attendance Rising

Portland, Ore., April 16.—The trend of motion picture theatre attendance is on the increase, it was disclosed here by Al E. Daff, Universal-International sales executive, who stopped off on a tour of the country with C. E. Feldman and Maurice Bergman, also of U-I, all from New York.

Feldman added that in his opinion theatre television is over-rated and its novelty has worn off.

Cohen Named U. A. Division Manager

Appointment of Milton E. Cohen, former Eagle Lion Classics general sales manager, to the post of United Artists Western-Southern sales manager, was confirmed here yesterday by William J. Heineman, UA distribution vice-president.

Cohen, who succeeds Fred Jack, resigned, will be in charge of the sales territory from Chicago West and the entire South and Southwest. He will join UA on April 30, two days after the sale of ELC to UA is formalized. Nat Nathanson, who has been UA Eastern sales manager, is scheduled to continue in that post.

Exchanges to be covered by Cohen's

(*Continued on page 6*)

B'way First-Runs Hold Spring Level; 'Dividend' $137,000

Grosses at New York's first-runs are settling down into a fairly steady spring pattern, with business holding to good levels generally, although the longer runs are beginning to slip.

"Father's Little Dividend" is opening nicely at Radio City Music Hall with a rousing $137,000 in prospect for a first week; a revue, "Musicana," is on stage. "Royal Wedding" slipped slightly below its estimated final week's gross, winding up with $112,000, compared with an expected $120,000.

Three other stage show houses, the Paramount, Strand and Capitol, are offering new bills, with satisfactory but not spectacular box-office results. "The Mating Season," with Mel

(*Continued on page 4*)

Eric Johnston Wins 'Brotherhood' Award

BOSTON, April 16.—Eric Johnston, president of the Motion Picture Association of America, now on leave as director of the Economic Stabilization Agency, will be honored here for his "distinguished work in the field of harmonious relations among people."

The "Universal Brotherhood" citation will be made at the 14th annual dinner of the Massachusetts Committee of Catholics, Protestants and Jews at the Hotel Statler here on May 17.

United Para. Net for 1950, $12,351,000

Highest in Industry; Holding Pace in 1951

United Paramount Theatres yesterday reported consolidated net earnings for 1950 of $12,351,000. Because it was the company's first year of operation, there are no previous results for comparison. It is the highest net of any company in the industry for last year.



Leonard Goldenson

Leonard H. Goldenson, UPT president, pointed out that the consolidated earnings include dividends from affiliated companies of $1,420,000; net capital gains after

(*Continued on page 4*)

Would Enlarge UPT Board from 7 to 13

The annual meeting of United Paramount Theatres stockholders, set for May 15 at the home office, will vote on a proposal to increase the company's directorate from its present seven members to 13, adding to the board among others R. B. Wilby, John Balaban and A. H. Blank, operating heads of UPT subsidiaries.

Other directors nominated for the enlarged board are: Herbert Schwartz, president of City Stores, Inc.; Charles T. Fisher, Jr., president of the Na-

(*Continued on page 4*)

DuMont Seeking TV Tie-Ups in Britain

LONDON, April 16. — Mortimer Loewi of the Allan B. DuMont Laboratories disclosed today that he has made considerable progress in establishing reciprocal arrangements with British Broadcasting Corp. and others here for an exchange of television program material, including films and talent.

Loewi said his aims are to buy

(*Continued on page 6*)

Colosseum Will File Unfair Labor Charge With NLRB

MILWAUKEE, April 16. — That the negotiations between the distributors' negotiating committee and the Colosseum of Motion Picture Salesmen have completely broken down was testified to today through an announcement by David Beznor, Colosseum general counsel, that unfair labor charges will be filed "within a few days" against the companies. Beznor will file with the Chicago office of the National Labor Relations Board.

Negotiations which began a few weeks ago in New York were resumed here last week. Beznor said the distributors offered a $4 per week general salary increase with no increase whatever in film salesmen's expense allowances on the ground that the industry was being hurt by television.

Beznor said he demanded the records to disclose earnings and financial condition of the distributors to determine the validity of their conten-

(*Continued on page 6*)

COMPO Jettisons Name of 'Festival'

The Council of Motion Picture Organizations is intent on divorcing the term "film festival" from the project which heretofore has carried that title, a COMPO spokesman said here yesterday. He said the term gives the impression that the project, scheduled for the fall, will resemble the film festivals which foreign countries have been conducting.

The best term to apply to the project until a formal name is given it is "box-office drive," the COMPO spokesman said. "A box-office drive is what it's going to be," he declared.

How Not to Promote Film Showmanship

Baltimore, April 16.—A promotion for "Fourteen Hours" at the New Theatre here, back-fired and brought a $50 fine for a hired stunt man.

He climbed to a ledge of a nearby building, one higher than the theatre, and pretended he planned to jump. Fire apparatus arrived with a net, an ambulance came, about 5,000 persons gathered in the street below, women fainted, traffic was blocked. The stunter, grabbed at the ledge by police was found guilty of disorderly conduct. His fine of $50 was the amount of pay he received for the stunt.

Widen Fight on Tax Increase in U. K.

LONDON, April 16.—The industry-wide protest against the scheduled increase in the entertainment tax continues to gather momentum.

Cabinet Ministers and rank-and-file Members of Parliament are being deluged with protesting telegrams; industry publicists, including those of the Rank Organization, are engaged in the production of a short film designed to tell the public just where the money goes which they pay into the box-office, and large posters are being prepared for display at every theatre analyzing admission prices.

Showmen generally will concentrate fire on what they call a vicious discrimination against theatres. In this respect, the government has not proposed tax increases for stage plays or football.

However, the real battle will be fought in Commons during the committee stage of the finance bill. Prior to that, representatives of the Treasury and the Board of Trade propose to negotiate the matter with the industry, looking to a "voluntary" agreement.

Set Royal Command Performance Nov. 5

LONDON, April 16.—The annual Royal "command" film performance has been scheduled for Rank's Leicester Square Odeon Theatre on Nov. 5. The King and Queen already have promised to attend.

Following the acrimony displayed last year in the selection of "The Mudlark" as the Royal Performance film, the Trade Benevolent Fund, sponsor of the annual event, will throw open the selection this year to all comers. Entries are due not later than Sept. 22. The selection committee will consist of three independent exhibitors, three members of the British Film Producers Association and three American distributors.

NBC Leases Theatre

HOLLYWOOD, April 16.—National Broadcasting has leased the El Captain Theatre here.

Personal Mention

ROBERT MOCHRIE, sales vice-president of RKO Pictures, will address the annual convention of the Motion Picture Theatre Owners and Operators of Georgia, in Atlanta, on May 14.

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RICHARD DE ROCHEMONT, producer of the March of Time, yesterday received a citation commending the MOT for helping "to create an enlightened public attitude toward mental health" from the National Association of Mental Health.

•

LEON J. BAMBERGER, sales promotion manager of RKO Pictures, will speak at the annual convention of the Delft Circuit of Wisconsin and Michigan, to be held in Milwaukee on April 26.

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PHIL REISMAN, RKO Pictures vice-president in charge of foreign distribution, is due to leave here on Saturday for Europe.

•

NAT LEVY, Eastern sales manager for RKO Pictures, left yesterday for a vacation in Miami Beach.

•

HARRY PRIMSTEIN, of RKO Pictures legal staff, has returned here from the Coast.

•

MARGARET ETTINGER, president of The Ettinger Co., has arrived here from the Coast.

•

BERNARD JACON, Lux Films sales president, left Atlanta yesterday for New York.

•

JESSE L. LASKY, producer, is in Kansas City from New York.

ROBERT WEITMAN, vice-president of United Paramount Theatres, is visiting United Florida State Theatres from New York. He will be joined by MRS. WEITMAN for a short vacation in Miami.

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JOHN J. DERVIN, sales manager of Stratford Pictures, a Monogram subsidiary, returned to New York yesterday from Chicago and Boston.

•

NORMAN H. MORAY, general sales manager for Warner Brothers short subjects, arrived in Burbank, Cal., yesterday from here.

•

A. PAM BLUMENTHAL, Fidelity Pictures board chairman, left Hollywood yesterday by plane for New York.

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JOHN C. FLINN, Allied Artists-Monogram advertising-publicity director, will remain in the East until May 16.

•

GAEL SULLIVAN, Theatre Owners of America executive director, left here last night for a two-day stay in Washington.

•

OLIN H. CLARK, M-G-M Eastern story head, has delayed his return from Pinehurst, N. C., until Thursday.

•

ELAINE WASSERMAN of Favorite Films Corp. was married to PVT. PHIL GOLDMAN of this city recently.

•

JOSEPH J. WALSH, head of branch operations for Paramount, is due to return here today form the Coast.

Another Tie-in for Warner's 'Strangers'

A nationwide promotion has been set by Warner Brothers with Lustre-Creme Shampoo in connection with Warner's forthcoming release of "Strangers on A Train."

Spoltlight of the campaign is a four-color page ad scheduled to appear in leading magazines, Sunday supplements and trade publications—with a total circulation estimated at 62,000,000.

Isaacs Heads Para. Washington Branch

Phil Isaacs, assistant to Hugh Owen, Paramount's Eastern-Southern division manager, has been promoted to Washington branch manager, by A. W. Schwalberg, Paramount distribution head. Isaacs, who will assume his new post tomorrow, succeeds Albert Benson who resigned.

Isaacs joined Paramount at the New York branch in 1946. He was promoted to assistant to Hugh Owen in 1949.

Paglario to Host

On Thursday, Mannon Sound Stages will hold open house here from five to seven P. M. to inaugurate a new regime with James Page Paglario as the new owner and president of the company.

Exhibitors to Stump For Georgia Filming

ATLANTA, April 16.—Georgia's campaign to woo film producers to this state began unfolding when Georgia showmen revealed a group of 50 stories based on Georgia and Georgians will be offered to a group of producers for special consideration here on May 13-15.

This will be the highlight of the Theatre Owners and Operators of Georgia convention which is said to have received confirmation from "several" motion picture companies that representatives will attend the convention to look over the stories and suggestions for scenarios. Large displays based on stories and books will be used to illustrate the campaign, it was announced.

A. Mike Vogel Gets U-I Assignment

A. Mike Vogel has been given a special assignment by Charles Simonelli, Universal-International exploitation director to handle publicity and exploitation during the next three months in the Western states. Vogel will have headquarters in San Francisco.

Cliff Brown, U-I's Western exploitation manager, has been recalled to the Armed Services. He will serve as a lieutenant in the Air Force.

Christie Services On Coast Today

HOLLYWOOD, April 16.—Funeral services will be held tomorrow for Al Christie, 69, at the Hollywood Cemetery Chapel. The pioneer producer who died at his home on Saturday, three days after he was stricken with a heart attack, was with Douglas Aircraft Co. here since leaving the industry in 1942.

Christie, who was born in London, Ontario, came to Hollywood in 1911 with a stock company and began producing for Nestor Comedies. He organized Christie Comedies four years later with his brother Charles. They made such films as "Charlie's Aunt," "Up in Mabel's Room," and "Getting Gertie's Garter." Among the stars they brought to the screen were Eddie Lyons, Lee Moran, Billy Rhodes, Betty Compson and Bobby Vernon.

The brothers were among the first to produce talking comedies and they had such stars as Marie Dressler, Polly Moran, Jimmy Gleason, Ford Sterling and Charley Murray.

For many years Christie was married to Shirley Collins.

Surviving, besides his brother Charles, is a sister, Ann.

Bowman, Shaffer Win WB Contest

Bob Bowman of the Warner Theatre, Erie, Pa., is first prize winner in Warner Theatres' "Managers Showmanship Award" contest, it was announced by Harry M. Kalmine, president and general manager of the circuit.

Second and third prizes were won, respectively, by Frank Shaffer, Dixie Theatre, Staunton, Va., and Gerry Weissler, Leader Theatre, Philadelphia.

Other prize winners included the following: best kiddie show, Ted Davidson, Sigma Theatre, Lima, Ohio; best series of promotions, Lamar Keen, Capitol, Winchester, Va.; best service story, Irving Hillman, Empress, Danbury, Conn. James Totman, Pittsburgh, was first prize winner in the district managers contest. Second and third prizes went to Charles V. Grimes, Washington and John Flynn, Philadelphia, respectively.

Robert Coyne to Speak

RICHMOND, April 16.—Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, will address the officers and board of the Virginia MPTA at their meeting in Richmond on Wednesday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR

"FATHER'S LITTLE DIVIDEND"

A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

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National Pre-Selling

WITHIN the next few months, there will be openings in fifty cities throughout the country, combined with local "Queen for a Day" contests, in conjunction with Mutual network stations.

A private showing followed by a cocktail party, was held Sunday night at the Stevens Hotel in Chicago, for more than 400 Mutual Broadcasting representatives. The screening was arranged by Max E. Youngstein, vice-president and national director of advertising, publicity and exploitation for United Artists, on the eve of the opening of the National Association of Broadcasters convention in Chicago, and immediately following the world premiere of the picture at Waycross, Ga.

•

Darryl Zanuck's crusading "The Care of My Little Girl," which reveals the snobbery and cruelty of college sororities, gets top treatment in the May *McCall's*, on newsstands April 20. The magazine devotes four full pages to the new film, more space than any picture has received in *McCall's* since 1940. The record coverage is additional evidence of the increased emphasis being placed on films by Dan Mich, *McCall's* editorial director. The film is scheduled for release in midsummer by 20th Century-Fox and stars Jeanne Crain, Dale Robertson, Mitzi Gaynor and Jean Peters. The magazine has a circulation of 4,200,000. A special reprint of the article has been sent to thousands of editors throughout the country.

•

Paramount has announced commercial tieups with Hallicrafter Television Co. wherein the company will offer 50 TV sets as prizes for approved contests in as many theatres. The Saenger Theatre, New Orleans, for instance, has planned a contest sponsored by a local newspaper and similar arrangements are being made by the Strand Theatre in Charlotte and the Carolina Theatre, in Memphis.

The company has also concluded a national tieup with Feature-Lock Diamond Rings, promoting the Pine-Thomas production, "Passage West" which is scheduled for release in July. They will use 500 half-page newspaper ads covering 185 key cities featuring Arlene Whelan, with large picture credits and playdates timed to break with the local theatre engagements.

•

Advance tear sheets from the next issue of *Look* magazine, to be released April 24, contain a feature story extending over three pages, showing how "Gary Cooper Joins the Navy" as promotion for "You're in the Navy Now." Film was formerly known as "U. S. S. Teakettle" and the star spent three weeks in the Navy, as an officer, and being saluted by admirals, while making the film.

•

Metro is distributing a free two-column ad mat to promote local store cooperation for "National Baby Week," April 28-May 5, and, of course, with a slight reference to "Father's Little Dividend." The trademark pose of "Little Stanley" standing on his head ties in with the national week.

Review

"Appointment With Danger"

(Paramount)

ALAN Ladd, as a postal inspector, goes through some dangerous exploits in order to foil the execution of a brazen robbery. The melodramatics have been polished to a nice shiny surface that should amply please the action customers. In its way "Appointment with Danger" serves as a glorification of another branch of the government service. An unusual note is provided by the role of Phyllis Calvert. Portraying a nun, Miss Calvert happens to observe an underworld murder, and as a witness to this crime she consequently finds herself in peril of her life.

The plot centers primarily around a proposed million-dollar postal robbery which Paul Stewart, Jack Webb and other henchmen have worked out. Posing as a corrupt inspector, Ladd is able to maneuver his way into the gang and then lay the trap for its members as the theft is about to be executed. A last minute change in the robbery plans leaves Ladd in a tight spot. At the same time Webb catches up with the long-sought Miss Calvert and is all set to put an end to her life. The final arrival of the police and some bursts of gunfire bring the story to a satisfactory climax. A memorable vignette is turned in by Jan Sterling as Stewart's girl. She endows her role with a uniqueness and personality that stands out well. Robert Fellows produced and Lewis Allen directed, from a screenplay by Richard Breen and Warren Duff.

Running time, 89 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

A promotional campaign for 20th Century-Fox's forthcoming Technicolor musical, "On the Riviera" is already under way through a tieup with Decca Records, with radio, TV, music and department stores already plugging five tunes, recorded by Danny Kaye, star of the picture. Sheet music tieups with Robbins, Pickwick and E. B. Marks music corporations are also lined up. Decca plans a substantial cooperative advertising campaign for the picture in which Gene Tierney and Corrine Calvet are featured.

•

A tie-up resulting in full page ads in eight top national publications has been set by 20th Century-Fox with the Electric Auto-Lite Co., for Betty Grable's new picture, "Meet Me After the Show." The ads will appear next fall in *Life, Saturday Evening Post, Look, Country Gentleman, Collier's, Farm Quarterly, Southern Agriculturist, Rural Gravure* and *Farm Journal.*

•

An unprecedented box-office advance sale amounting to $96,000 has been racked up by "Tales of Hoffman" at the Bijou Theatre on Broadway. The film had a one-time preview for charity at the Metropolitan Opera House, which was covered as a society event. But the tremendous box-office advance sale is largely credited to publicity breaks, including a four-page color layout in Life, *color and inside page spread in* This Week, *a two-page color layout in* Quick, *a magazine roto color layout in the* Sunday Mirror, *a magazine break in* Cue, *and coverage in music, ballet and dance magazines.*

•

Promise of an upcoming promotion campaign for the 20th Century-Fox's "The Frogmen" was indicated in a meeting held at Norfolk Navy Base with the Commander in Chief of the Atlantic Fleet, Admiral William M. Fechteler and his staff, with Stirling Silliphant, promotion manager for 20th-Fox, and Tony Muto, Movietonews Washington representative. The picture was filmed for the most part in Norfolk and the Virgin Islands, and the fact of Stirling Silliphant's interest makes it good guessing as to what form of merchandising is in the making, to follow "The Black Rose" and "Bird of Paradise."

WALTER BROOKS

Solons 'Permit' TV Of Ohio Games

COLUMBUS, O., April 16.—There will be no attempt by the Ohio legislature to compel Ohio State University to televise its football games, it appeared after the House Organization of State Government Committee voted 9-1 to recommend passage of a watered-down bill which would merely "permit" university officials to televise its games.

The action means that there will be no televising of Ohio State football games until the National Collegiate Athletic Association and the Western Conference relax their present bans against such telecasts. The approved bill was sponsored by Rep. Kline Roberts, Republican, Franklin county.

The bill provides that the university trustees shall seek written consent of opponents to televise games. If this consent is obtained, the trustees may then direct the university's administrative officials to enter into contracts for televising.

The approved bill prohibits sale of television rights to theatres for showing during a game, unless the contest is also televised for the general public.

Okay with FCC to Telecast Meetings

WASHINGTON, April 16.—Federal Communications Commission Chairman Wayne Coy says the FCC "doesn't have any objection" to commercial sponsoring of telecasts of U. N. meetings, Congressional hearings and similar events.

Coy said he felt the question should be left up to the organization involved as to whether telecasts of its doings should be sponsored. He also declared that the right to televise such a meeting should not be given exclusively to any one group but rather "should be available to everybody if it's available to anybody."

Honor Summerville

TORONTO, April 16.—William Summerville, supervisor of Bloom and Fine Theatres, an affiliate of Famous Players Canadian Corp., has received the third annual Heart Award of Toronto Variety Tent No. 28.

'Double-Tax' Pacts Are Hit by Guilds

Washington, April 16..—Objections to pending tax treaties with Canada and other nations have been made to the Senate Foreign Relations Committee by the Artists-Managers Guild and the Screen Actors Guild.

At hearings on 13 "double taxation" treaties, Adrian McCallum, representing the guilds, said that the treaties include clauses permitting the governments to tax U. S. performers' earnings in those countries so long as the performers were in the country less than 183 days a year.

Unlimited Imports in Franco-German Pact

WASHINGTON, April 16.—Details of the Franco-German film agreement, valid until Aug. 31, were revealed here by the U. S. Commerce Department.

Commerce film chief Nathan D. Golden said the agreement provides for unlimited importation on both sides of original-language versions of feature films. Eighty dubbed French films are permitted into Germany between Jan. 1, 1950 and Aug. 31, 1951, with 27 of these still unlicensed as of Dec. 9, 1950. The French government agrees to approve a dubbing permit for any German film which is being distributed in France under contract with an authorized French distributor. No films can be exchanged which were produced prior to Jan. 1, 1946.

The agreement also stipulates that copies of dubbed films of one country may be exported freely and without additional fees from the other country to a third country having the same language—for example, the export of French-dubbed German films from France to Belgium. The two countries also promise to work together in the co-production of films. A postscript provides that in view of the raw stock scarcity in Germany, the issuance of import licenses for French films is conditioned on the delivery of raw stock from France to Germany.

Stress Development of Film Industry in Switzerland

WASHINGTON, April 16.—Continued import quotas and government subsidies for domestic films are being urged by the Swiss Film Chamber, according to Commerce Department film chief Nathan D. Golden.

Real in New Post

OKLAHOMA CITY, April 16.—Joe Real, who has supervised the Warner and Sooner theatres, succeeds Paul Townsend as manager of Warner's Midwest Theatre here. Townsend has been advanced to the position of district manager of Warner theatre operations in this area. Replacing Real is Al Hendricks, going to the Warner from the State.

Para. Signs Epsteins

HOLLYWOOD, April 16.—Julius and Philip Epstein have been signed by Paramount to an exclusive contract providing for their joint services to write, direct and produce.

UPT Profit

(Continued from page 1)

provision for taxes thereon, of $2,144,000, and $209,000 representing UPT's share of undistributed earnings of partly-owned, non-consolidated subsidiaries.

Dividends paid during the year amounted to $6,522,742, or $2 per share. Earnings were equivalent to $3.79 per share on the 3,261,287 shares outstanding. Book value of the stock increased from $14.06 per share to $16.21 per share at the year end.

First Quarter Net Due

Goldenson revealed that UPT's net for the first quarter of the current year, scheduled to be announced Thursday, will be about the same as the first quarter profit a year ago, the increase in tax from 38 per cent last year to 50 per cent this year, accounting for a slight decrease from the 1950 net. The first quarter profit last year amounted to $3,193,000.

UPT's consolidated balance sheet for last year shows assets of $27,342,000, including $23,569,000 in cash and government securities, and current liabilities of $12,291,000. The net working capital of $15,051,000 represents a decrease of $697,000 from working capital at Dec. 31, 1949, due primarily to the use of cash in the purchase of properties.

During the year the company terminated joint interests in approximately 457 theatres, and disposed of all interests in approximately 241 which were partially owned at the time of the consent judgment, a total of 698 theatres in which all UPT interest was terminated.

Goldenson said in his report to stockholders that UPT paid $12,000,000 in cash for the 50 per cent interest of its co-owners (Karl Hoblitzelle and R. J. O'Donnell) in Interstate Circuit and Texas Consolidated Theatres, operating 160 theatres in Texas and New Mexico.

Reports on Loans

His report also discussed the $35,000,000 loan agreement with Metropolitan Life Insurance Co. and three banks, previously reported. Proceeds of the loan, he said, were used mainly to pay off existing debt and in the purchase of Interstate and Texas Consolidated. $8,750,000 of the loan is due serially in 1956 and $26,250,000 is due in 1971. A standby credit of $10,000,000, also due in 1971, was made available under this agreement.

Goldenson's report stated that the continued decline in theatre attendance is primarily economic in its nature, having manifested itself in non-television as well as in television areas.

The high demand for consumer hard goods and the building boom left a smaller share of the consumer dollar for theatre entertainment. The changes in our economy, resulting from the Korean war, may benefit the service industries, and the motion picture business in particular. Goldenson said that there seems to be some indications that the downward trend in theatre attendance was beginning to level off.

At the same time, Goldenson said, "Television is competing with us for the public's leisure time and entertainment dollars. Studies we have made throughout the year indicate that the box-office is off less in non-television than in TV areas. It is impossible, however, to determine the extent of television's effect. There are too many other forces affecting attendance to permit the isolation and measurement, with any degree of reliability, of any one factor alone," he said.

"The impact of television is strongest during the novelty and the installment payment periods. Surveys show that as the novelty wears off and the set is paid for, people become more selective in their viewing habits, and television is judged more strictly on its programming merits. Then, we believe, the American people, giving freer play to their gregarious instincts, will respond as in the past, to the appeal of our high-quality motion-picture entertainment," Goldenson concluded.

Theatre receipts and rentals accounted for $97,127,938 of total income of $101,714,082. Theatre operating and general expenses, including film rentals and taxes, amounted to $82,620,453. Earned surplus at the end of the first year was $5,618,925.

Insuring Variety Club Members

Indianapolis, April 16.—Arrangements for group insurance for members of Indianapolis Variety Club Tent No. 10 have been made by international chief barker Marc J. Wolf and will be discussed at a general meeting on April 16.

The plan offered by the Pacific Mutual Life of Los Angeles would insure regular members for $2,000. Seventy-five per cent of the members would be required to participate to make it effective.

Censorship Meet Sponsored by ACLU

A public meeting on "the rising threat of censorship by public agencies and private pressure (groups)," will be held here on May 9 at Town Hall, sponsored by the National Council on Freedom from Censorship, an affiliate of the American Civil Liberties Union.

UPT Board

(Continued from page 1)

tional Bank of Detroit, and Robert L. Huffines, Jr., president of Burlington Mills Corp.

The present directors are: Leonard H. Goldenson, UPT president; Walter Gross, vice-president; Robert O'Brien, secretary-treasurer; who continue until the annual meeting next year, and John A. Coleman, E. Chester Gersten, William T. Kilborn and Walter P. Marshall, who are scheduled for reelection.

The proxy statement reveals that Goldenson was paid $156,000 salary and $25,000 expense allowance last year and that Gross, O'Brien, Robert Weitman, vice-president, and Edward Hyman, vice-president, were paid $44,350 and $5,000 bonus. All five also were voted stock options last December.

The proxy statement also reveals that Blank owns 16,657 shares of UPT common stock.

NY Grosses

(Continued from page 1)

Torme on stage at the Paramount, looks like a fair first week's gross of $57,000; "Only the Valiant" is expected to hit an okay $55,000 for its bow at the Strand, where Gordon MacRae heads the stage bill, while "The Invisible Man" will bring the Capitol something under $45,000 for its first week. Gypsy Rose Lee is on the Capitol stage.

"I Can Get It for You Wholesale" is only fair in its second week at the Roxy, a gross of about $67,000 being forecast. The first week hit $87,000, or $5,000 under a previous estimate.

'Teresa' Stands Out

The best showing this week is being made at a couple of off-Broadway stands. "Teresa" is outstanding at the 52nd St. Trans Lux Theatre, where a smash opening week's gross of $18,300 is being followed by an estimated second week's $14,500. "Kon-Tiki" continues to draw capacity crowds at the Sutton, with $15,500 expected for a second week.

Also playing to capacity is "Tales of Hoffman" at the Bijou, where the second week of its two-a-day, reserved seat run is pulling in another $16,000 gross.

Last of the current long runs is "Born Yesterday" at the Victoria, where a substantial gross of $24,000 for a 17th week is highly satisfactory. At the Astor, "'14 Hours" is bowing out after seven weeks with a modest $9,000 for the final stanza; "Valentino" will open there on Thursday. Also moving on is "Rawhide" at the Rivoli, where a short fourth week will total about $10,000. "The Brave Bulls" will have a preview performance there tonight, opening its regular run tomorrow.

'Up Front' Holds Up

"Up Front" is still holding up well at Loew's State, with about $20,000 in prospect for a fourth week. "The Man from Planet X" is concluding two weeks at the Mayfair, with about $13,000 due for the final week. "The Sword of Monte Cristo" comes in there on Saturday. "The Great Missouri Raid" is down to a mild $9,000 for a second and final week at the Globe; "Lucky Nick Cain" opens on Saturday.

"Odette" slipped badly after two excellent weeks at the Park Avenue; the third week drew $5,900. It will make way for "The Scarf" on Sunday.

"Cyrano de Bergerac," continuing its roadshow run at the Golden Theatre following a moveover from the Bijou, has an estimated gross of $8,000 in sight for its second week at the new stand.

Three Columbia Films in Broadway First-Runs

With "The Brave Bulls" opening at the Rivoli here tonight and "Valentino" moving into the Astor on Thursday, Columbia product will be booked in three Broadway showcases. The third Columbia film is "Born Yesterday," now in its 17th week at the Victoria. Next week, Arch Oboler's "Five," also a Columbia release, will serve as the first bill at the new Holiday Theatre, which opens on April 25.

New Post for Shaaker

Betty Shaaker, formerly with *Seventeen* magazine, is now director of editorial promotion for *Today's Woman* magazine.

M-G-M to Release 14 for May-August

A revision of M-G-M's releasing schedule for the three months starting May 4 and the setting up of the company's releases for August were announced by William F. Rodgers, vice-president and general sales manager. Fourteen pictures comprise the revised four-month schedule, six of which will be in Technicolor.

For May, there will be three pictures instead of the four originally scheduled, "Pandora and the Flying Dutchman," being dropped until an as yet unscheduled date. Title of "The Headline Story" has been changed to "Home Town Story."

In June, "No Questions Asked," replaces "Calling Bulldog Drummond," now set back to August.

For July, "The Law and Lady Loverly," and "The Thin Knife," replace "An American in Paris" and "Love Is Better Than Ever," the former of which is now scheduled for August release. A new date for the latter has not been set.

In addition to the two pictures mentioned above, "Rich, Young and Pretty," in Technicolor, will lead off the August list.

"Teresa," now in its world premiere at the Trans Lux here, will be given special handling. It will have two other domestic openings and another in London before the end of April.

NPA Overlooking Some Violations

WASHINGTON, April 16.—Theatres being built in violation of the government's construction control order have often been allowed to go ahead after the National Production Authority investigates and learns the story, NPA officials admitted today.

They declared that in many instances, they have checked into construction and found it to be illegal, but have given the builders a chance to justify their action. "Ignorance can be a good excuse in this instance," one official said. "We have taken the stand that a person building illegally should be allowed to try and justify the construction on the same basis as any other person seeking permission to build. If it's a case where our people would have granted the appeal if it had been made properly, we're not going to press compliance action."

Some building, however, has been halted and has stayed halted, the NPA spokesman said. He declared that he knew of no case of prosecution of any builder in the theatre field, and that "we have a couple of pretty bad cases in other fields than theatres which we will crack down on first."

Release Film Cans For Armed Forces

WASHINGTON, April 16.—The National Production Authority here said that aluminum fabricators can accept priority orders from the Armed Forces for aluminum motion picture shipping cans, even though these are no longer to be produced for civilian use.

This was contained in an NPA order postponing until May 1 the prohibition on the use of aluminum in some 200 civilian products. The prohibition was to have gone into effect last week.

"Good gracious, we're late for the Companion-approved movie!"



Like women everywhere, these two are dashing off to their local theater to be sitting pretty at the latest COMPANION-approved movie. It happens again and again—that's why the movie-makers have *invested more money in the* COMPANION *during the past five years than in any other monthly magazine.**

**Except of course the fan magazines!*

Currently advertised in the COMPANION:
The Great Caruso – METRO-GOLDWYN-MAYER
Father's Little Dividend – METRO-GOLDWYN-MAYER
My Forbidden Past – RKO RADIO PICTURES

Woman's Home COMPANION
AVERAGE CIRCULATION: MORE THAN 4,000,000

Monogram

(Continued from page 1)

market carefully and if the demand from exhibitors exists, we will be in a position to increase our yearly output (of 'B's') 25 to 50 per cent," Broidy said.

Broidy, who will remain in New York another week for conferences with other Monogram officials before returning to Hollywood, said the ELC sale has opened up a "new vista" for Monogram. "We can't make all of the 'B's' but Monogram is going to make the best 'B's' that are made," he declared.

28 Features Set

For the 1951 season, Monogram is scheduled to deliver 28 straight features and 12 Westerns. Allied Artists, subsidiary formed to handle high budget films, has scheduled six releases, two of which, "I Was an American Spy," Ann Dvorak-Gene Evans co-starrer and "The Highwayman," starring Charles Coburn, Wanda Hendrix and Philip Friend, are completed. Pre-production shooting on a third Allied Artists film, "Disc Jockey," is under way. In final preparation stages are "The Police Story" to be filmed with the cooperation of the Los Angeles Police Department and "My Wife is Mine," which will star Florence Marly. Several other properties, earmarked for Allied Artists release, will be announced shortly.

Cohen Named

(Continued from page 1)

division include Atlanta, Charlotte, New Orleans, Dallas, Chicago, Indianapolis, Milwaukee, Minneapolis, Denver, Omaha, St. Louis, Kansas City, San Francisco, Seattle and Los Angeles.

Pabst Moves Over in N. O.

NEW ORLEANS, April 16.—George Pabst, Eagle Lion Classics exchange manager here, has disclosed that he soon will join United Artists in the same capacity.

SOPEG and ELC Confer

Screen Office and Professional Employes Guild representatives and Eagle Lion Classics personnel department executives conferred here yesterday on the queston of severance pay for the clerks, stenographers and accounting department employes who will lose their jobs as of April 30 in consequence of the sale of ELC to United Artists.

DuMont Seeks

(Continued from page 1)

packages of films no longer required for theatre use here and, secondly, to endeavor to arrange for the production here for 30-minute television films, and to recruit artists to be taken to America for television work.

He has had talks with J. Arthur Rank and with Associated British Picture Corporation's Robert Clark on the production of television films here and he hopes to be able to sign a formal agreement with one or both this week. Wtih respect to the other aims, he indicated he already has obtained some older theatrical films and some commitments from potential television actors and writers for work with DuMont in the U. S.

If the production venture materializes he proposes to open a London office headed by an English executive who would have American technical advisers. He will meet BBC's chief Sir William Haley this week on the interchange of material and will travel to Italy and France later to initiate similar talks there.

Reviews

"Smuggler's Island"

(Universal-International)

ESCAPIST entertainment which should adequately satisfy the appetites of those who make up the main body of film-goers is provided in this Ted Richmond production directed by Edward Ludwig. Attractively mounted in Technicolor and enacted by a reliable cast topped by Jeff Chandler and Evelyn Keyes, "Smuggler's Island" is in every respect true to the spirit of adventure embodied in that title.

The setting is Macao, a Portuguese island off the South China coast, a corner of the Orient to which gravitate all and sundry who would indulge in the dangerous business of smuggling gold. It is here that Chandler, a retired U. S. Navy officer engages haphazardly in the salvage diving business, only to find himself drawn by the physical attractions of Miss Keyes into helping her outwit sinister Chinese pirates and escape with a crate of gold bars to which she claims title.

The thorn in the side of the romance between the two is Miss Keyes' estranged husband, a meticulously attired, supercilious Englishman whose avariciousness ultimately takes him to his death, thus leaving Chandler and the girl free to marry. The film successfully captures what might be described as the "glamor" of the Orient, and all the vivid colors and costumes tend to compensate for the script's slow spots. The climactic scene wherein Chandler succeeds in blowing up the pirate chief's ship by swimming to its keel with an armful of explosives is rendered with pyrotechnic splendor.

Leonard Lee's screenplay was based on a story and adaptation by Herbert Margolis and Louis Morheim. Rounding out the cast are Philip Friend, Marvin Miller, Ducky Louie, David Wolfe, Jay Novello and H. T. Tsiang.

Running time, 75 minutes. General audience classification. For May release.

CHARLES L. FRANKE

"The Last Outpost"

(Pine-Thomas—Paramount) *Hollywood, April 16*

WITH Ronald Reagan, Rhonda Fleming, Bruce Bennett, Bill Williams, Noah Beery and Technicolor as names to draw with, the Messrs. William H. Pine and William C. Thomas tell here in big-scale terms and with a large cast an exciting story about the Union and Confederate armies and the Apache Indians and the conflict that raged between them in the Southwest in 1862. There is a brother-against-brother theme in the foreground, a soldierly romance in the background, and there is a dramatically complex network of counter-plot that gives both suspense and humor full play, but the *piece de resistance* is an Apache attack upon a frontier post in which Union and Confederate forces join up to quell an onslaught no less violent because righteously motivated. Few if any similar soldier-Indian fights ever filmed match this one.

The script, by Geoffrey Homes, George Worthington Yates and Winston Miller, convincingly directed by Lewis R. Foster, presents Reagan as a Confederate officer in charge of a raiding band assigned to procure gold, leather and other war materials in Union-held territory, and casts Bennett as the Union officer in command of the area. Reagan and Bennett are brothers, and Miss Fleming, now married to a trading post operator bent upon stirring up the Apaches for his own benefit, is Reagan's former sweetheart. Against that personal background is set a complicated chain of events in which the brothers, although wearing opposing uniforms, strive equally to keep the Apaches from joining in the war. They are successful, against great odds, until a citizen shoots the Apaches' truce-emissary, after which the Indians attack the post and the Union and Confederate forces join to repulse them. When local peace has been restored, and the romantic angle taken care of, the Confederate force moves on to other territory.

Running time, 87 minutes. General audience classification. For May release.

ROSCOE WILLIAMS

"Thunder in God's Country"

(Republic)

REX ALLEN takes up the fight against political corruption in "Thunder in God's Country." As an outdoor action drama, it shapes up as superior to the run-of-the-mine Western.

Visiting the idyllic Western town of Hidden Valley, Allen finds Ian MacDonald trying to take over the mayor's office. With his candidate, Paul Harvey, installed as mayor, MacDonald intends to set up a gambling syndicate. To win the election, the gambler attempts to discredit the incumbent mayor and his police chief, Buddy Ebsen and Harry Lauter. With the help of an honest, but overzealous newspaper editor, Mary Ellen Kay, the plot almost succeeds.

With the election near and the outlook for good government dark, Allen discovers and exposes for the electorate the tie between gambler MacDonald and candidate Harvey. In the picture's final chase, the gang is captured and MacDonald plunges from a precipice after a fight with Allen. The latter's crooning and Ebsen's clowning distinguish the picture's lighter moments.

Melville Tucker was associate producer, and George Blair directed, from a script by Arthur Orloff.

Running time, 67 minutes. General audience classification. Release date, April 8.

U. S. Lists 2,538 Theatre Partners

WASHINGTON, April 16.—Partnership ventures in the exhibition business filed 2,538 income tax returns in 1947, with total receipts of $182,428,000 and net profits less net deficits of $41,921,000, the Treasury reports.

The partnerships had 6,897 members. The total receipts included $172,475,000 from business operations, and the rest from interest, rents, dividends and other incomes. Ordinary net income less deficit amounted to $41,390,000, but adjustment for capital gains, capital losses and contributions brought the figure to $41,921,000.

Of the total returns, 2,215 came from partnerships operating "in the black." The 2,215 returns showed total receipts of $174,804,000, including $165,127,000 from business, and total net profit of $42,593,000.

Code Amendments Not Retroactive

HOLLYWOOD, April 16.—The amendments tightening up the industry's Production Code which were approved by the Motion Picture Association of America's board of directors on March 27 will not be applied retroactively, the PCA here states.

Thus, scripts which had received approval prior to March 27 are being regarded as standing approved, and pictures now in production are not being re-examined for possible deviations from the provisions of the new amendments.

It was not immediately determinable whether any approved scripts or pictures in production contain material which might be affected by the new Code provisions. No policy has been set with respect to the reissuance of pictures previously released whose content violates or conflicts with the Code as now amended, it was stated.

Brulatour Expands Chicago Facilities

Expansion of the Chicago facilities of Jules Brulatour, Inc., distributors of Eastman Kodak motion picture raw stock, is expected to be completed by May 1, it was reported here by William J. German, Brulatour president.

The expansion, which will provide more warehouse space, will cost approximately $150,000, German said.

Liebeskind Gets House

Nat Liebeskind yesterday began operation of the University Theatre in the Bronx. The house, which he acquired from Francisco Reich, is a 600-seater and will play a straight picture policy with changes thrice weekly.

Colosseum to File

(Continued from page 1)

tion. The distributors' committee, he added, then released a statement for the record that the companies are not pleading inability to pay as a basis for refusal of the Colosseum's 10 per cent-plus pay hike bid and turned down the demand to permit examination of company earnings.

"The distributors' refusal to bargain in good faith as shown by an unwillingness to disclose earnings will constitute the basis of the unfair labor charge," Beznor said.

NEWS in Brief . . .

WASHINGTON, April 16.—The number of firms in the industry continued to rise in the third quarter of 1950, with 15,100 reported, according to the Department of Commerce.

This represents an increase of 700 firms since the beginning of 1950 and and some 200 since the end of the first half of 1950. During the third quarter of 1950, the Department said, 400 new firms went into business and 200 were discontinued.

•

Metro - Goldwyn - Mayer's Pete Smith subject, "Wrong Way Butch" has been voted by the National Committee on Films for Safety as the "Best Theatrical Motion Picture Produced for Release During 1950." This marks the third time that Smith has won this award, his two previous winners being "Seventh Column" and "Safety Sleuth."

•

Television is a challenge that will be good for the screen and ultimately result in better pictures, Conrad Nagel will say on "The March of Time Through the Years" television program on April 20. Gloria Swanson will appear with him on the program's guest panel, with John Daly host of the TV show.

•

OTTAWA, April 16.—Gaston Pratte of Quebec has been elected to the board of directors of Famous Players Canadian Ltd., succeeding the late Howard P. Robinson.

•

Albany, N. Y., April 16.—Lou Goldstein, former assistant chief film buyer for the Schine circuit, has joined Harry Lamont as partner in the Vail Mills Drive-in, in the Gloversville area and in Lamont's River View Drive-in, between Amsterdam and Schenectady.

•

Brenon and Morgan Associates will handle the New York opening of "The Long Dark Hall" for Peter Cusick in conjunction with the Rivoli Theatre here. This is the picture starring Rex Harrison and Lilli Palmer, made by Cusick International Films. It is a Huntington Hartford Production.

•

A reception for the stars of Republic's "The Fighting Coast Guard," will be held here Monday at the Essex House, Herbert J. Yates, Republic president, announced yesterday. In addition to Brian Donlevy, Ella Rains and Forrest Tucker, Rear Admiral Louis B. Olson, USCG, commander of the Third Coast Guard District, will be present.

•

CHICAGO, April 16.—Norman Kassel, Essaness Theatres' advertising manager, is leaving the circuit this week to form his own advertising agency here to handle theatrical accounts. A member of Essaness for 14 years, Kassel created the cartoon ads used on the early Danny Kaye films.

Keys to Evergreen

PORTLAND, ORE., April 16.—Elmore H. Keys, booker for Midstate Amusement Corp. for the past seven years, has taken a similar position with Evergreen Theatres at Seattle. He will be succeeded in Walla Walla, Wash., by Howard McGhee, of Toppenish, with Midstate since 1942.

Brighter Theatre Business Is Seen for Kentucky

LOUISVILLE, April 16.—There appears to be a note of optimism among motion picture exhibitors in this state regarding future boxoffice receipts. It appears they are inclined to believe that with the increased number of manufacturing companies building factories in Kentucky, and with the expansion of the defense effort, more people will be on payrolls, and those that are on payrolls will work more hours, with the result there will be more money to spend, a large part of which they expect to be included in recreation and entertainment.

Further, it seems to be the general belief that with the curtailment of the manufacture of regular civilian goods, there will be less items for which money can be spent, and with many who are now paying on automobiles, radios, television sets, refrigerators, and such, they will pay off in the not distant future, and with fewer items available their chances of going back into debt, particularly with the credit controls, exhibitors feel it will mean more cash money in pockets than before, a part of which no doubt will find its way into the box-office.

Another thing entering into the situation is the curtailment on the building of new theatres, which eliminates some of the fear of competition, which will give theatre owners an incentive for remodeling his theatre, making it as good-looking and as comfortable as possible in an effort to bring in new patrons, and to try to get the patrons now going to come more often.

Crosley to Produce Films for Video

CINCINNATI, April 16. — Crosley Broadcasting Corp. is contemplating becoming the Midwest center for TV film production, according to Robert Dunville, head of the corporation. The enterprise would require an investment of up to $400,000 in equipment, he said. Studios would be located in the former WLW-T building on Mt. Olympus, the WLW-T studios having been moved to Crosley Square in downtown Cincinnati.

Business Stimulator Adopted in Chicago

CHICAGO, April 16.—Newest device used by neighborhood theatres to stir up business is "Sweetheart Night," an experiment undertaken by the Manor Theatre on the Northside. The house admits free every girl or woman escourted by their sweetheart on Thursday evening. Gentlemen pay their regular admission plus the general tax on the lady's ticket. There are no age limits.

Reduced prices are being tried by another Northside theatre, the Ridge. The house advertised admissions of 15 cents from six to seven P.M., and 25 cents, plus tax, thereafter. Children are admitted for nine cents.

Red Cross Drive Set

Leaders of New York's entertainment industry yesterday launched a drive among members to give blood to the Red Cross. The campaign will be climaxed by an all-star show on May 29 at the Center Theatre.

St. Louis MPTO to Discuss Drive-ins

ST. LOUIS, April 16.—The program for the spring regional meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois has been completed and as a starter it will feature an address on "Drive-in Theatre Operations," to be delivered by William T. Powell, district manager of Midwest Theatres of Boston.

The one-day session, at Hannibal, Mo., on Thursday, April 19, will also hear Gordon Halloran, branch manager here of 20th Century-Fox, giving a message on "Working Together"; Louis K. and Joseph C. Ansell, St. Louis exhibitors, will discuss stage shows; Ed Kidwell of TEI Theatres, Kanasas City, will speak on concessions; Morton Gottlieb, equipment supply house manager, third dimensional films; Frank Plumlee of Edwards and Plumlee Theatres, Farmington, film advertising and exploitation, and Paul Krueger of Wehrenberg Theatres, St. Louis, explaining the work of the MPTO group.

Tom Edwards, MPTO president, and a director of the Theatre Owners of America, will report on the recent TOA meeting in Washington. An open forum will conclude the day's sessions.

Drive-in Theatre Clinic Is Set for Kansas City Meet

KANSAS CITY, April 16.—A comprehensive clinic on all phases of drive-in operations will feature the National Drive-in Theatre Owners equipment show and convention to be held here May 15-17 in conjunction with the AITO of Kansas-Missouri's annual spring convention. O. F. Sullivan is chairman of national Allied's drive-in committee.

Nathan D. Golden, head of the Department of Commerce film division, Washington, will be among the speakers.

National Allied's board will hold its spring meeting in Kansas City concurrently and it is expected that many of its officers will participate in the drive-in convention.

Theatre Tickets For Service Men

HOLLYWOOD, April 16.—Five hundred tickets to first-run theatres will be furnished weekly to the Los Angeles area USO for distribution to service men, with Southern California Theatre Owners of America functioning as supplying channel, it was decided at a meeting presided over by SCTOA board chairman Gus Metzger.

All principle circuits and leading independents will cooperate.

Chakeres Testimonial

CINCINNATI, April 16.—Local theatremen are teaming up with members of the Cincinnati Variety Club to give a testimonial dinner on May 7 to Phil Chakeres, president of the Chakeres circuit, Springfield, O., in honor of his having recently been selected "Exhibitor of the Year" by *Look*.

Cleveland Drive-ins In Joint Promotion

Cleveland, April 16.—Drive-in theatres in this area are combining in a cooperative advertising campaign to stress the advantages of outdoor theatre attendance, listing free admission to children under 12; no parking worries; no baby sitting; no need to dress up; smoking privileges, etc. Participating in the campaign are the Auto, Eastlake, Euclid Ave., Cloverleaf, Eastside, Fairview, Northfield Star, West Side, and the Miles Drive-in.

Coming Events

April 17-18—Motion Picture Operators of the South annual meeting, Henry Grady Hotel, Atlanta.

April 18—Associated Motion Picture Advertisers luncheon-meeting honoring motion picture trade press, Hotel Piccadilly, New York.

April 19—Amusement Division, Joint Defense Appeal of Greater New York, industry-wide luncheon, Hotel Astor, New York.

April 19—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois spring regional meeting, Hannibal, Mo.

April 25—Kansas-Missouri Theatre Association spring meeting, Kansas City.

April 25—Cinema Stamp Collectors meeting, Hotel Astor, New York.

April 26—Ascap board of directors election meeting, New York.

April 26-28—Paramount annual national sales meeting, Warwick Hotel, New York.

April 27-28—Monogram regional sales meeting, Broadmoor Hotel, Colorado Springs.

April 30-May 4—Society of Motion Picture and Television Engineers 69th semi-annual convention, Hotel Statler, New York.

May 3—United Jewish Appeal amusement division industry luncheon, Hotel Astor, New York.

May 3-5—United Artists national sales convention, Chicago.

May 7—"Michael" Awards Dinner of the Academy of Radio and Television Arts and Sciences, Waldorf-Astoria Hotel, New York.

May 7-8—North Central Allied Independent Theatre Owners convention, Nicollet Hotel, Minneapolis.

May 7-9—Independent Theatre Owners of Arkansas annual convention, Hotel Marion, Little Rock.

To Open FWC House

HOLLYWOOD, April 16.—Fox West Coast will open the new 1,078-seat Fox Theatre in Taft, Cal., May 1, with Hollywood personalities making personal appearances at the opening, general manager George Bowser has announced. The new theatre, costing $300,000, replaces the Hippodrome, destroyed by fire a year ago.

WORLD CHAMPIONS



....HERE'S YOUR CHAMPIONSHIP TEAM!....

DANIEL R. HOULIHAN, *Albany;* FRED R. DODSON, *Atlanta;* JAMES M. CONNOLLY, *Boston;* CHARLES B. KOSCO, *Buffalo;* VERNON M. SKOREY, *Calgary;* JOHN E. HOLSTON, *Charlotte;* TOM R. GILLIAM, *Chicago;* JOSEPH B. ROSEN, *Cincinnati;* IZZY J. SCHMERTZ, *Cleveland;* MARK SHERIDAN, *Dallas;* VINCENT J. DUGAN, *Denver;* RALPH PIELOW, JR., *Des Moines;* JOE J. LEE, *Detroit;* TOM O. McCLEASTER, *Indianapolis;* JOE R. NEGER, *Kansas City;* CLYDE W. ECKHARDT, *Los Angeles;* TOM W. YOUNG, *Memphis;* JACK H. LORENTZ, *Milwaukee;* MOE A. LEVY, *Minneapolis;* GERRY CHERNOFF, *Montreal;* BENJAMIN A. SIMON, *New Haven;* WILLIAM BRIANT, *New Orleans;* ABE DICKSTEIN, *New York;* MARION W. OSBORNE, *Oklahoma City;* JOE E. SCOTT, *Omaha;* SAM E. DIAMOND, *Philadelphia;* AL LEVY, *Pittsburgh;* CHARLES F. POWERS, *Portland;* CHARLES L. WALKER, *Salt Lake City;* ALEX W. HARRISON, *San Francisco;* REGINALD G. MARCH, *St. John;* GORDON F. HALLORAN, *St. Louis;* CHILTON L. ROBINETT, *Seattle;* PETER MYERS, *Toronto;* JAMES E. PATTERSON, *Vancouver;* C. GLENN NORRIS, *Washington;* JOSEPH H. HUBER, *Winnipeg.*

READY TO GO TO BAT AGAIN FOR YOU WITH . . .

HALLS OF MONTEZUMA
Technicolor

CALL ME MISTER
Technicolor

OF MEN AND MUSIC

THE MUDLARK

BIRD OF PARADISE
Technicolor

I'D CLIMB THE HIGHEST MOUNTAIN *Technicolor*

THE 13th LETTER

LUCKY NICK CAIN

YOU'RE IN THE NAVY NOW

I CAN GET IT FOR YOU WHOLESALE

SWORD OF MONTE CRISTO
Supercinecolor

FOLLOW THE SUN

14 HOURS

ON THE RIVIERA
Technicolor

RAWHIDE



There's No Business Like 20th CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 74 NEW YORK, U.S.A., TUESDAY, APRIL 17, 1951 TEN CENTS

ELC Bow Out Ups Monogram In 'B' Market

Production Hike Ranging 25-50% Seen by Broidy

Monogram expects to be in a position to increase its yearly output of "B" pictures 25 to 50 per cent as a result of the sale of Eagle Lion Classics to United Artists and in view of UA's declared intention to concentrate on "A" films beginning next year, Steve Broidy, Monogram president, declared here yesterday.

Citing also Columbia's recent announcement that it will trim its "B" product schedule, Broidy said: "With one competitor dropping out of the market and another cutting down, we naturally find ourselves in the strongest position we've been in since the formation of our company."

Monogram, now to all intents and purposes a distributor of independently-produced product, "will watch the

(*Continued on page 6*)

Labor's Anti-'Red' Fight to Be Heard

HOLLYWOOD, April 16.—Roy Brewer, international representative of the IATSE, told today's meeting of the Hollywood AFL Film Council that he has been invited by the House Un-American Activities Committee to testify with regard to labor's fight against Communist infiltration in the industry and that he will go to Washington for that purpose May 8-9.

Brewer, who returned over the weekend from Washington, where he attended last week's meetings as an

(*Continued on page 3*)

NPA Removes Film From Priority List

WASHINGTON, April 16. — Photographic film, chemicals, paper and paper products, packaging materials and containers, lacquer and varnish and most durable goods have been removed from the list of products for which business firms can use a government priority when needed for maintenance, repair or operating supplies.

The removal of photographic film

(*Continued on page 3*)

Daff Finds Theatre Attendance Rising

Portland, Ore., April 16.—The trend of motion picture theatre attendance is on the increase, it was disclosed here by Al E. Daff, Universal-International sales executive, who stopped off on a tour of the country with C. E. Feldman and Maurice Bergman, also of U-I, all from New York.

Feldman added that in his opinion theatre television is over-rated and its novelty has worn off.

Cohen Named U. A. Division Manager

Appointment of Milton E. Cohen, former Eagle Lion Classics general sales manager, to the post of United Artists Western-Southern sales manager, was confirmed here yesterday by William J. Heineman, UA distribution vice-president.

Cohen, who succeeds Fred Jack, resigned, will be in charge of the sales territory from Chicago West and the entire South and Southwest. He will join UA on April 30, two days after the sale of ELC to UA is formalized. Nat Nathanson, who has been UA Eastern sales manager, is scheduled to continue in that post.

Exchanges to be covered by Cohen's

(*Continued on page 6*)

B'way First-Runs Hold Spring Level; 'Dividend' $137,000

Grosses at New York's first-runs are settling down into a fairly steady spring pattern, with business holding to good levels generally, although the longer runs are beginning to slip.

"Father's Little Dividend" is opening nicely at Radio City Music Hall with a rousing $137,000 in prospect for a first week; a revue, "Musicana," is on stage. "Royal Wedding" slipped slightly below its estimated final week's gross, winding up with $112,000, compared with an expected $120,000.

Three other stage show houses, the Paramount, Strand and Capitol, are offering new bills, with satisfactory but not spectacular box-office results. "The Mating Season," with Mel

(*Continued on page 4*)

Eric Johnston Wins 'Brotherhood' Award

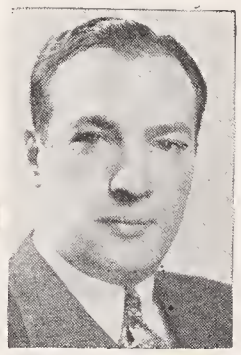
BOSTON, April 16.—Eric Johnston, president of the Motion Picture Association of America, now on leave as director of the Economic Stabilization Agency, will be honored here for his "distinguished work in the field of harmonious relations among people."

The "Universal Brotherhood" citation will be made at the 14th annual dinner of the Massachusetts Committee of Catholics, Protestants and Jews at the Hotel Statler here on May 17.

United Para. Net for 1950, $12,351,000

Highest in Industry; Holding Pace in 1951

United Paramount Theatres yesterday reported consolidated net earnings for 1950 of $12,351,000. Because it was the company's first year of operation, there are no previous results for comparison. It is the highest net of any company in the industry for last year.



Leonard Goldenson

Leonard H. Goldenson, UPT president, pointed out that the consolidated earnings include dividends from affiliated companies of $1,420,000; net capital gains after

(*Continued on page 4*)

Would Enlarge UPT Board from 7 to 13

The annual meeting of United Paramount Theatres stockholders, set for May 15 at the home office, will vote on a proposal to increase the company's directorate from its present seven members to 13, adding to the board among others R. B. Wilby, John Balaban and A. H. Blank, operating heads of UPT subsidiaries.

Other directors nominated for the enlarged board are: Herbert Schwartz, president of City Stores, Inc.; Charles T. Fisher, Jr., president of the Na-

(*Continued on page 4*)

Colosseum Will File Unfair Labor Charge With NLRB

MILWAUKEE, April 16. — That the negotiations between the distributors' negotiating committee and the Colosseum of Motion Picture Salesmen have completely broken down was testified to today through an announcement by David Beznor, Colosseum general counsel, that unfair labor charges will be filed "within a few days" against the companies. Beznor will file with the Chicago office of the National Labor Relations Board.

Negotiations which began a few weeks ago in New York were resumed here last week. Beznor said the distributors offered a $4 per week general salary increase with no increase whatever in film salesmen's expense allowances on the ground that the industry was being hurt by television.

Beznor said he demanded the records to disclose earnings and financial condition of the distributors to determine the validity of their conten-

(*Continued on page 6*)

COMPO Jettisons Name of 'Festival'

The Council of Motion Picture Organizations is intent on divorcing the term "film festival" from the project which heretofore has carried that title, a COMPO spokesman said here yesterday. He said the term gives the impression that the project, scheduled for the fall, will resemble the film festivals which foreign countries have been conducting.

The best term to apply to the project until a formal name is given it is "box-office drive," the COMPO spokesman said. "A box-office drive is what it's going to be," he declared.

DuMont Seeking TV Tie-Ups in Britain

LONDON, April 16. — Mortimer Loewi of the Allan B. DuMont Laboratories disclosed today that he has made considerable progress in establishing reciprocal arrangements with British Broadcasting Corp. and others here for an exchange of television program material, including films and talent.

Loewi said his aims are to buy

(*Continued on page 6*)

How Not to Promote Film Showmanship

Baltimore, April 16.—A promotion for "Fourteen Hours" at the New Theatre here, back-fired and brought a $50 fine for a hired stunt man.

He climbed to a ledge of a nearby building, one higher than the theatre, and pretended he planned to jump. Fire apparatus arrived with a net, an ambulance came, about 5,000 persons gathered in the street below, women fainted, traffic was blocked. The stunter, grabbed at the ledge by police was found guilty of disorderly conduct. His fine of $50 was the amount of pay he received for the stunt.

Widen Fight on Tax Increase in U. K.

LONDON, April 16.—The industry-wide protest against the scheduled increase in the entertainment tax continues to gather momentum.

Cabinet Ministers and rank-and-file Members of Parliament are being deluged with protesting telegrams; industry publicists, including those of the Rank Organization, are engaged in the production of a short film designed to tell the public just where the money goes which they pay into the box-office, and large posters are being prepared for display at every theatre analyzing admission prices.

Showmen generally will concentrate fire on what they call a vicious discrimination against theatres. In this respect, the government has not proposed tax increases for stage plays or football.

However, the real battle will be fought in Commons during the committee stage of the finance bill. Prior to that, representatives of the Treasury and the Board of Trade propose to negotiate the matter with the industry, looking to a "voluntary" agreement.

Set Royal Command Performance Nov. 5

LONDON, April 16.—The annual Royal "command" film performance has been scheduled for Rank's Leicester Square Odeon Theatre on Nov. 5. The King and Queen already have promised to attend.

Following the acrimony displayed last year in the selection of "The Mudlark" as the Royal Performance film, the Trade Benevolent Fund, sponsor of the annual event, will throw open the selection this year to all comers. Entries are due not later than Sept. 22. The selection committee will consist of three independent exhibitors, three members of the British Film Producers Association and three American distributors.

NBC Leases Theatre

HOLLYWOOD, April 16.—National Broadcasting has leased the El Captain Theatre here.

Personal Mention

ROBERT MOCHRIE, sales vice-president of RKO Pictures, will address the annual convention of the Motion Picture Theatre Owners and Operators of Georgia, in Atlanta, on May 14.

•

RICHARD DE ROCHEMONT, producer of the March of Time, yesterday received a citation commending the MOT for helping "to create an enlightened public attitude toward mental health" from the National Association of Mental Health.

•

LEON J. BAMBERGER, sales promotion manager of RKO Pictures, will speak at the annual convention of the Delft Circuit of Wisconsin and Michigan, to be held in Milwaukee on April 26.

•

PHIL REISMAN, RKO Pictures vice-president in charge of foreign distribution, is due to leave here on Saturday for Europe.

•

NAT LEVY, Eastern sales manager for RKO Pictures, left yesterday for a vacation in Miami Beach.

•

HARRY PRIMSTEIN, of RKO Pictures legal staff, has returned here from the Coast.

•

MARGARET ETTINGER, president of The Ettinger Co., has arrived here from the Coast.

•

BERNARD JACON, Lux Films sales president, left Atlanta yesterday for New York.

•

JESSE L. LASKY, producer, is in Kansas City from New York.

ROBERT WEITMAN, vice-president of United Paramount Theatres, is visiting United Florida State Theatres from New York. He will be joined by MRS. WEITMAN for a short vacation in Miami.

•

JOHN J. DERVIN, sales manager of Stratford Pictures, a Monogram subsidiary, returned to New York yesterday from Chicago and Boston.

•

NORMAN H. MORAY, general sales manager for Warner Brothers short snbjects, arrived in Burbank, Cal., yesterday from here.

•

A. PAM BLUMENTHAL, Fidelity Pictures board chairman, left Hollywood yesterday by plane for New York.

•

JOHN C. FLINN, Allied Artists-Monogram advertising-publicity director, will remain in the East until May 16.

•

GAEL SULLIVAN, Theatre Owners of America executive director, left here last night for a two-day stay in Washington.

•

OLIN H. CLARK, M-G-M Eastern story head, has delayed his return from Pinehurst, N. C., until Thursday.

•

ELAINE WASSERMAN of Favorite Films Corp. was married to PVT. PHIL GOLDMAN of this city recently.

•

JOSEPH J. WALSH, head of branch operations for Paramount, is due to return here today form the Coast.

Another Tie-in for Warner's 'Strangers'

A nationwide promotion has been set by Warner Brothers with Lustre-Creme Shampoo in connection with Warner's forthcoming release of "Strangers on A Train."

Spoltlight of the campaign is a four-color page ad scheduled to appear in leading magazines, Sunday supplements and trade publications—with a total circulation estimated at 62,000,000.

Isaacs Heads Para. Washington Branch

Phil Isaacs, assistant to Hugh Owen, Paramount's Eastern-Southern division manager, has been promoted to Washington branch manager, by A. W. Schwalberg, Paramount distribution head. Isaacs, who will assume his new post tomorrow, succeeds Albert Benson who resigned.

Isaacs joined Paramount at the New York branch in 1946. He was promoted to assistant to Hugh Owen in 1949.

Paglario to Host

On Thursday, Mannon Sound Stages will hold open house here from five to seven P. M. to inaugurate a new regime with James Page Paglario as the new owner and president of the company.

Exhibitors to Stump For Georgia Filming

ATLANTA, April 16.—Georgia's campaign to woo film producers to this state began unfolding when Georgia showmen revealed a group of 50 stories based on Georgia and Georgians will be offered to a group of producers for special consideration here on May 13-15.

This will be the highlight of the Theatre Owners and Operators of Georgia convention which is said to have received confirmation from "several" motion picture companies that representatives will attend the convention to look over the stories and suggestions for scenarios. Large displays based on stories and books will be used to illustrate the campaign, it was announced.

A. Mike Vogel Gets U-I Assignment

A. Mike Vogel has been given a special assignment by Charles Simonelli, Universal-International exploitation director to handle publicity and exploitation during the next three months in the Western states. Vogel will have headquarters in San Francisco.

Cliff Brown, U-I's Western exploitation manager, has been recalled to the Armed Services. He will serve as a lieutenant in the Air Force.

Christie Services On Coast Today

HOLLYWOOD, April 16.—Funeral services will be held tomorrow for Al Christie, 69, at the Hollywood Cemetery Chapel. The pioneer producer who died at his home on Saturday, three days after he was stricken with a heart attack, was with Douglas Aircraft Co. here since leaving the industry in 1942.

Christie, who was born in London, Ontario, came to Hollywood in 1911 with a stock company and began producing for Nestor Comedies. He organized Christie Comedies four years later with his brother Charles. They made such films as "Charlie's Aunt," "Up in Mabel's Room," and "Getting Gertie's Garter." Among the stars they brought to the screen were Eddie Lyons, Lee Moran, Billy Rhodes, Betty Compson and Bobby Vernon.

The brothers were among the first to produce talking comedies and they had such stars as Marie Dressler, Polly Moran, Jimmy Gleason, Ford Sterling and Charley Murray.

For many years Christie was married to Shirley Collins.

Surviving, besides his brother Charles, is a sister, Ann.

Bowman, Shaffer Win WB Contest

Bob Bowman of the Warner Theatre, Erie, Pa., is first prize winner in Warner Theatres' "Managers Showmanship Award" contest, it was announced by Harry M. Kalmine, president and general manager of the circuit.

Second and third prizes were won, respectively, by Frank Shaffer, Dixie Theatre, Staunton, Va., and Gerry Weissler, Leader Theatre, Philadelphia.

Other prize winners included the following: best kiddie show, Ted Davidson, Sigma Theatre, Lima, Ohio; best series of promotions, Lamar Keen, Capitol, Winchester, Va.; best service story, Irving Hillman, Empress, Danbury, Conn. James Totman, Pittsburgh, was first prize winner in the district managers contest. Second and third prizes went to Charles V. Grimes, Washington and John Flynn, Philadelphia, respectively.

Robert Coyne to Speak

RICHMOND, April 16.—Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, will address the officers and board of the Virginia MPTA at their meeting in Richmond on Wednesday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR

"FATHER'S LITTLE DIVIDEND"

A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

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National Pre-Selling

WITHIN the next few months, there will be openings in fifty cities throughout the country, combined with local "Queen for a Day" contests, in conjunction with Mutual network stations.

A private showing followed by a cocktail party, was held Sunday night at the Stevens Hotel in Chicago, for more than 400 Mutual Broadcasting representatives. The screening was arranged by Max E. Youngstein, vice-president and national director of advertising, publicity and exploitation for United Artists, on the eve of the opening of the National Association of Broadcasters convention in Chicago, and immediately following the world premiere of the film at Waycross, Ga.

•

Darryl Zanuck's crusading "The Care of My Little Girl," which reveals the snobbery and cruelty of college sororities, gets top treatment in the May *McCall's*, on newsstands April 20. The magazine devotes four full pages to the new film, more space than any picture has received in *McCall's* since 1940. The record coverage is additional evidence of the increased emphasis being placed on films by Dan Mich, *McCall's* editorial director. The film is scheduled for release in midsummer by 20th Century-Fox and stars Jeanne Crain, Dale Robertson, Mitzi Gaynor and Jean Peters. The magazine has a circulation of 4,200,000. A special reprint of the article has been sent to thousands of editors throughout the country.

•

Paramount has announced commercial tieups with Hallicrafter Television Co. wherein the company will offer 50 TV sets as prizes for approved contests in as many theatres. The Saenger Theatre, New Orleans, for instance, has planned a contest sponsored by a local newspaper and similar arrangements are being made by the Strand Theatre in Charlotte and the Carolina Theatre, in Memphis.

The company has also concluded a national tieup with Feature-Lock Diamond Rings, promoting the Pine-Thomas production, "Passage West" which is scheduled for release in July. They will use 500 half-page newspaper ads covering 185 key cities featuring Arlene Whelan, with large picture credits and playdates timed to break with the local theatre engagements.

•

Advance tear sheets from the next issue of *Look* magazine, to be released April 24, contain a feature story extending over three pages, showing how "Gary Cooper Joins the Navy" as promotion for "You're in the Navy Now." Film was formerly known as "U. S. S. Teakettle" and the star spent three weeks in the Navy, as an officer, and being saluted by admirals, while making the film.

•

Metro is distributing a free two-column ad mat to promote local store cooperation for "National Boby Week," April 28-May 5, and, of course, with a slight reference to "Father's Little Dividend." The trademark pose of "Little Stonley" standing on his head ties in with the national week.

WALTER BROOKS

Review

"Appointment With Danger"

(*Paramount*)

ALAN Ladd, as a postal inspector, goes through some dangerous exploits in order to foil the execution of a brazen robbery. The melodramatics have been polished to a nice shiny surface that should amply please the action customers. In its way "Appointment with Danger" serves as a glorification of another branch of the government service. An unusual note is provided by the role of Phyllis Calvert. Portraying a nun, Miss Calvert happens to observe an underworld murder, and as a witness to this crime she consequently finds herself in peril of her life.

The plot centers primarily around a proposed million-dollar postal robbery which Paul Stewart, Jack Webb and other henchmen have worked out. Posing as a corrupt inspector, Ladd is able to maneuver his way into the gang and then lay the trap for its members as the theft is about to be executed. A last minute change in the robbery plans leaves Ladd in a tight spot. At the same time Webb catches up with the long-sought Miss Calvert and is all set to put an end to her life. The final arrival of the police and some bursts of gunfire bring the story to a satisfactory climax. A memorable vignette is turned in by Jan Sterling as Stewart's girl. She endows her role with a uniqueness and personality that stands out well. Robert Fellows produced and Lewis Allen directed, from a screenplay by Richard Breen and Warren Duff.

Running time, 89 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

Dismisses Trust Suit of $1,177,875

SALT LAKE CITY, April 16.—The anti-trust action of the Arcade Theatre and James A. Christensen of Salt Lake against eight major distributors and Intermountain Theatres, Inc., was dismissed in the Federal court of Judge W. W. Ritter "with prejudice," it was announced today.

The order of dismissal noted that attorneys for both sides had consulted before the action was taken.

The suit, seeking $1,177,875, was filed, June 14, 1950, and alleged "an arbitrary clearance system" had been in existence since 1937. Defendants included Paramount, RKO, Columbia, Loew's, Universal, United Artist, 20th Century-Fox, Warners and Intermountain. Fred A. Weller, Los Angeles attorney, handled the case for the Arcade and Christensen.

NPA Removes Film

(*Continued from page* 1)

from the list came as a result of a recommendation from National Production Authority film chief Nathan D. Golden, who took the step to conserve film supplies for motion picture companies. Golden explained that motion picture firms regard film not as an operating item but rather as a raw material or production item, and so have been unable to use the special priority. On the other hand, many non-industry firms can use the priority and have been doing so, endangering the supply for the motion picture companies. Removing films from the items subject to the priority should safeguard supplies for the industry, Golden declared.

The so-called priority order, DO-97, was authorized by the NPA some weeks ago to be used by firms for any products needed for maintenance, repair or operating. Use of this priority could be made by a firm without any other government action intervening. Today, however, NPA said that the piling up of DO-97 orders on some products might interfere with defense production, and therefore these items had been removed from the list of products for which priorities could be used.

House to Hear

(*Continued from page* 1)

observer, declared, "Testimony already given proves what we said in 1945 and 1946, when strikes were taking place in Hollywood. Now it is time for full credit to be given to those elements within the industry which fought and successfully defeated Communist forces in their efforts to dominate Hollywood."

To Report to MPIC

Brewer, who also is chairman of the Motion Picture Industry Council, will report to that organization on the same subject at its regular meeting Wednesday night, and to that end has provided himself with a complete transcript of testimony given by Richard Collins, which he regards as the most comprehensively informative among those given by witnesses so far. Brewer said he expects the MPIC will issue a formal statement following the meeting.

House Group Wonders About Status of Rossen Film

WASHINGTON, April 16.—There is considerable curiosity among members of the House Un-American Activities Committee over what Columbia Pictures will do about "The Brave Bulls," new production of Robert Rossen, in view of Rossen having been named a Communist and his evasion of a Committee subpoena to appear as a witness.

No official comment on the testimony of Richard Collins before the House Un-American Activities committee that Robert Rossen had been a member of the Communist Party was available yesterday from Columbia Pictures, distributor of Rossen's "The Brave Bulls." It was pointed out that Rossen is an independent producer and has left the Columbia lot following the completion of his latest film. Collins had said he understood Rossen had left the Communist Party in 1948.

Honor Summerville

TORONTO, April 16.—William Summerville, supervisor of Bloom and Fine Theatres, an affiliate of Famous Players Canadian Corp., has received the third annual Heart Award of Toronto Variety Tent No. 28.

'Double-Tax' Pacts Are Hit by Guilds

Washington, April 16..—Objections to pending tax treaties with Canada and other nations have been made to the Senate Foreign Relations Committee by the Artists-Managers Guild and the Screen Actors Guild.

At hearings on 13 "double taxation" treaties, Adrian McCallum, representing the guilds, said that the treaties include clauses permitting the governments to tax U. S. performers' earnings in those countries so long as the performers were in the country less than 183 days a year.

Unlimited Imports in Franco-German Pact

WASHINGTON, April 16.—Details of the Franco-German film agreement, valid until Aug. 31, were revealed here by the U. S. Commerce Department.

Commerce film chief Nathan D. Golden said the agreement provides for unlimited importation on both sides of original-language versions of feature films. Eighty dubbed French films are permitted into Germany between Jan. 1, 1950 and Aug. 31, 1951, with 27 of these still unlicensed as of Dec. 9, 1950. The French government agrees to approve a dubbing permit for any German film which is being distributed in France under contract with an authorized French distributor. No films can be exchanged which were produced prior to Jan. 1, 1946.

The agreement also stipulates that copies of dubbed films of one country may be exported freely and without additional fees from the other country to a third country having the same language—for example, the export of French-dubbed German films from France to Belgium. The two countries also promise to work together in the co-production of films. A postscript provides that in view of the raw stock scarcity in Germany, the issuance of import licenses for French films is conditioned on the delivery of raw stock from France to Germany.

Stress Development of Film Industry in Switzerland

WASHINGTON, April 16.—Continued import quotas and government subsidies for domestic films are being urged by the Swiss Film Chamber, according to Commerce Department film chief Nathan D. Golden.

Real in New Post

OKLAHOMA CITY, April 16.—Joe Real, who has supervised the Warner and Sooner theatres, succeeds Paul Townsend as manager of Warner's Midwest Theatre here. Townsend has been advanced to the position of district manager of Warner theatre operations in this area. Replacing Real is Al Hendricks, going to the Warner from the State.

Para. Signs Epsteins

HOLLYWOOD, April 16.—Julius and Philip Epstein have been signed by Paramount to an exclusive contract providing for their joint services to write, direct and produce.

UPT Profit

(Continued from page 1)

provision for taxes thereon, of $2,144,000, and $209,000 representing UPT's share of undistributed earnings of partly-owned, non-consolidated subsidiaries.

Dividends paid during the year amounted to $6,522,742, or $2 per share. Earnings were equivalent to $3.79 per share on the 3,261,287 shares outstanding. Book value of the stock increased from $14.06 per share to $16.21 per share at the year end.

First Quarter Net Due

Goldenson revealed that UPT's net for the first quarter of the current year, scheduled to be announced Thursday, will be about the same as the first quarter profit a year ago, the increase in tax from 38 per cent last year to 50 per cent this year, accounting for a slight decrease from the 1950 net. The first quarter profit last year amounted to $3,193,000.

UPT's consolidated balance sheet for last year shows assets of $27,342,000, including $23,569,000 in cash and government securities, and current liabilities of $12,291,000. The net working capital of $15,051,000 represents a decrease of $697,000 from working capital at Dec. 31, 1949, due primarily to the use of cash in the purchase of properties.

During the year the company terminated joint interests in approximately 457 theatres, and disposed of all interests in approximately 241 which were partially owned at the time of the consent judgment, a total of 698 theatres in which all UPT interest was terminated.

Goldenson said in his report to stockholders that UPT paid $12,000,000 in cash for the 50 per cent interest of its co-owners (Karl Hoblitzelle and R. J. O'Donnell) in Interstate Circuit and Texas Consolidated Theatres, operating 160 theatres in Texas and New Mexico.

Reports on Loans

His report also discussed the $35,000,000 loan agreement with Metropolitan Life Insurance Co. and three banks, previously reported. Proceeds of the loan, he said, were used mainly to pay off existing debt and in the purchase of Interstate and Texas Consolidated. $8,750,000 of the loan is due serially in 1956 and $26,250,000 is due in 1971. A standby credit of $10,000,000, also due in 1971, was made available under this agreement.

Goldenson's report stated that the continued decline in theatre attendance is primarily economic in its nature, having manifested itself in non-television as well as in television areas.

The high demand for consumer hard goods and the building boom left a smaller share of the consumer dollar for theatre entertainment. The changes in our economy, resulting from the Korean war, may benefit the service industries, and the motion picture business in particular. Goldenson said that there seems to be some indications that the downward trend in theatre attendance was beginning to level off.

At the same time, Goldenson said, "Television is competing with us for the public's leisure time and entertainment dollars. Studies we have made throughout the year indicate that the box-office is off less in non-television than in TV areas. It is impossible, however, to determine the extent of television's effect. There are too many other forces affecting attendance to permit the isolation and measurement, with any degree of reliability, of any one factor alone," he said.

"The impact of television is strongest during the novelty and the installment payment periods. Surveys show that as the novelty wears off and the set is paid for, people become more selective in their viewing habits, and television is judged more strictly on its programming merits. Then, we believe, the American people, giving freer play to their gregarious instincts, will respond as in the past, to the appeal of our high-quality motion-picture entertainment," Goldenson concluded.

Theatre receipts and rentals accounted for $97,127,938 of total income of $101,714,082. Theatre operating and general expenses, including film rentals and taxes, amounted to $82,620,453. Earned surplus at the end of the first year was $5,618,925.

Insuring Variety Club Members

Indianapolis, April 16.—Arrangements for group insurance for members of Indianapolis Variety Club Tent No. 10 have been made by international chief barker Marc J. Wolf and will be discussed at a general meeting on April 16.

The plan offered by the Pacific Mutual Life of Los Angeles would insure regular members for $2,000. Seventy-five per cent of the members would be required to participate to make it effective.

Censorship Meet Sponsored by ACLU

A public meeting on "the rising threat of censorship by public agencies and private pressure (groups)," will be held here on May 9 at Town Hall, sponsored by the National Council on Freedom from Censorship, an affiliate of the American Civil Liberties Union.

UPT Board

(Continued from page 1)

tional Bank of Detroit, and Robert L. Huffines, Jr., president of Burlington Mills Corp.

The present directors are: Leonard H. Goldenson, UPT president; Walter Gross, vice-president; Robert O'Brien, secretary-treasurer; who continue until the annual meeting next year, and John A. Coleman, E. Chester Gersten, William T. Kilborn and Walter P. Marshall, who are scheduled for reelection.

The proxy statement reveals that Goldenson was paid $156,000 salary and $25,000 expense allowance last year and that Gross, O'Brien, Robert Weitman, vice-president, and Edward Hyman, vice-president, were paid $44,350 and $5,000 bonus. All five also were voted stock options last December.

The proxy statement also reveals that Blank owns 16,657 shares of UPT common stock.

NY Grosses

(Continued from page 1)

Tormc on stage at the Paramount, looks like a fair first week's gross of $57,000; "Only the Valiant" is expected to hit an okay $55,000 for its bow at the Strand, where Gordon MacRae heads the stage bill, while "The Invisible Man" will bring the Capitol something under $45,000 for its first week. Gypsy Rose Lee is on the Capitol stagc.

"I Can Get It for You Wholesale" is only fair in its second week at the Roxy, a gross of about $67,000 being forecast. The first week hit $87,000, or $5,000 under a previous estimate.

'Teresa' Stands Out

The best showing this week is being made at a couple of off-Broadway stands. "Teresa" is outstanding at the 52nd St. Trans Lux Theatre, where a smash opening week's gross of $18,300 is being followed by an estimated second week's $14,500. "Kon-Tiki" continues to draw capacity crowds at the Sutton, with $15,500 expected for a second week.

Also playing to capacity is "Tales of Hoffman" at the Bijou, where the second week of its two-a-day, reserved seat run is pulling in another $16,000 gross.

Last of the current long runs is "Born Yesterday" at the Victoria, where a substantial gross of $24,000 for a 17th week is highly satisfactory. At the Astor, "14 Hours" is bowing out after seven weeks with a modest $9,000 for the final stanza; "Valentino" will open there on Thursday. Also moving on is "Rawhide" at the Rivoli, where a short fourth week will total about $10,000. "The Brave Bulls" will have a preview performance there tonight, opening its regular run tomorrow.

'Up Front' Holds Up

"Up Front" is still holding up well at Loew's State, with about $20,000 in prospect for a fourth week. "The Man from Planet X" is concluding two weeks at the Mayfair, with about $13,000 due for the final week. "The Sword of Monte Cristo" comes in there on Saturday. "The Great Missouri Raid" is down to a mild $9,000 for a second and final week at the Globe; "Lucky Nick Cain" opens on Saturday.

"Odette" slipped badly after two excellent weeks at the Park Avenue; the third week drew $5,900. It will make way for "The Scarf" on Sunday.

"Cyrano de Bergerac," continuing its roadshow run at the Golden Theatre following a moveover from the Bijou, has an estimated gross of $8,000 in sight for its second week at the new stand.

Three Columbia Films in Broadway First-Runs

With "The Brave Bulls" opening at the Rivoli here tonight and "Valentino" moving into the Astor on Thursday, Columbia product will be booked in three Broadway showcases. The third Columbia film is "Born Yesterday," now in its 17th week at the Victoria. Next week, Arch Oboler's "Five," also a Columbia release, will serve as the first bill at the new Holiday Theatre, which opens on April 25.

New Post for Shaaker

Betty Shaaker, formerly with *Seventeen* magazine, is now director of editorial promotion for *Today's Woman* magazine.

M-G-M to Release 14 for May-August

A revision of M-G-M's releasing schedule for the three months starting May 4 and the setting up of the company's releases for August were announced by William F. Rodgers, vice-president and general sales manager. Fourteen pictures comprise the revised four-month schedule, six of which will be in Technicolor.

For May, there will be three pictures instead of the four originally scheduled, "Pandora and the Flying Dutchman," being dropped until an as yet unscheduled date. Title of "The Headline Story" has been changed to "Home Town Story."

In June, "No Questions Asked," replaces "Calling Bulldog Drummond," now set back to August.

For July, "The Law and Lady Lovcrly," and "The Thin Knife," replace "An American in Paris" and "Love Is Better Than Ever," the former of which is now scheduled for August release. A new date for the latter has not been set.

In addition to the two pictures mentioned above, "Rich, Young and Pretty," in Technicolor, will lead off the August list.

"Teresa," now in its world premiere at the Trans Lux here, will be given special handling. It will have two other domestic openings and another in London before the end of April.

NPA Overlooking Some Violations

WASHINGTON, April 16.—Theatres being built in violation of the government's construction control order have often been allowed to go ahead after the National Production Authority investigates and learns the story, NPA officials admitted today.

They declared that in many instances, they have checked into construction and found it to be illegal, but have given the builders a chance to justify their action. "Ignorance can be a good excuse in this instance," one official said. "We have taken the stand that a person building illegally should be allowed to try and justify the construction on the same basis as any other person seeking permission to build. If it's a case where our people would have granted the appeal if it had been made properly, we're not going to press compliance action."

Some building, however, has been halted and has stayed halted, the NPA spokesman said. He declared that he knew of no case of prosecution of any builder in the theatre field, and that "we have a couple of pretty bad cases in other fields than theatres which we will crack down on first."

Release Film Cans For Armed Forces

WASHINGTON, April 16.—The National Production Authority here said that aluminum fabricators can accept priority orders from the Armed Forces for aluminum motion picture shipping cans, even though these are no longer to be produced for civilian use.

This was contained in an NPA order postponing until May 1 the prohibition on the use of aluminum in some 200 civilian products. The prohibition was to have gone into effect last week.

"Good gracious, we're late for the Companion-approved movie!"



Like women everywhere, these two are dashing off to their local theater to be sitting pretty at the latest COMPANION-approved movie. It happens again and again—that's why the movie-makers have *invested more money in the* COMPANION *during the past five years than in any other monthly magazine.**

**Except of course the fan magazines!*

Currently advertised in the COMPANION:
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Father's Little Dividend – METRO-GOLDWYN-MAYER
My Forbidden Past – RKO RADIO PICTURES

Woman's Home COMPANION
AVERAGE CIRCULATION: MORE THAN 4,000,000

Monogram

(*Continued from page* 1)

market carefully and if the demand from exhibitors exists, we will be in a position to increase our yearly output (of 'B's') 25 to 50 per cent," Broidy said.

Broidy, who will remain in New York another week for conferences with other Monogram officials before returning to Hollywood, said the ELC sale has opened up a "new vista" for Monogram. "We can't make all of the 'B's' but Monogram is going to make the best 'B's' that are made," he declared.

28 Features Set

For the 1951 season, Monogram is scheduled to deliver 28 straight features and 12 Westerns. Allied Artists, subsidiary formed to handle high budget films, has scheduled six releases, two of which, "I Was an American Spy," Ann Dvorak-Gene Evans co-starrer and "The Highwayman," starring Charles Coburn, Wanda Hendrix and Philip Friend, are completed. Pre-production shooting on a third Allied Artists film, "Disc Jockey," is under way. In final preparation stages are "The Police Story" to be filmed with the cooperation of the Los Angeles Police Department and "My Wife is Mine," which will star Florence Marly. Several other properties, earmarked for Allied Artists release, will be announced shortly.

Cohen Named

(*Continued from page* 1)

division include Atlanta, Charlotte, New Orleans, Dallas, Chicago, Indianapolis, Milwaukee, Minneapolis, Denver, Omaha, St. Louis, Kansas City, San Francisco, Seattle and Los Angeles.

Pabst Moves Over in N. O.

NEW ORLEANS, April 16.—George Pabst, Eagle Lion Classics exchange manager here, has disclosed that he soon will join United Artists in the same capacity.

SOPEG and ELC Confer

Screen Office and Professional Employes Guild representatives and Eagle Lion Classics personnel department executives conferred here yesterday on the queston of severance pay for the clerks, stenographers and accounting department employes who will lose their jobs as of April 30 in consequence of the sale of ELC to United Artists.

DuMont Seeks

(*Continued from page* 1)

packages of films no longer required for theatre use here and, secondly, to endeavor to arrange for the production here for 30-minute television films, and to recruit artists to be taken to America for television work.

He has had talks with J. Arthur Rank and with Associated British Picture Corporation's Robert Clark on the production of television films here and he hopes to be able to sign a formal agreement with one or both this week. Wtih respect to the other aims, he indicated he already has obtained some older theatrical films and some commitments from potential television actors and writers for work with DuMont in the U. S.

If the production venture materializes he proposes to open a London office headed by an English executive who would have American technical advisers. He will meet BBC's chief Sir William Haley this week on the interchange of material and will travel to Italy and France later to initiate similar talks there.

Reviews

"Smuggler's Island"

(Universal-International)

ESCAPIST entertainment which should adequately satisfy the appetites of those who make up the main body of film-goers is provided in this Ted Richmond production directed by Edward Ludwig. Attractively mounted in Technicolor and enacted by a reliable cast topped by Jeff Chandler and Evelyn Keyes, "Smuggler's Island" is in every respect true to the spirit of adventure embodied in that title.

The setting is Macao, a Portuguese island off the South China coast, a corner of the Orient to which gravitate all and sundry who would indulge in the dangerous business of smuggling gold. It is here that Chandler, a retired U. S. Navy officer engages haphazardly in the salvage diving business, only to find himself drawn by the physical attractions of Miss Keyes into helping her outwit sinister Chinese pirates and escape with a crate of gold bars to which she claims title.

The thorn in the side of the romance between the two is Miss Keyes' estranged husband, a meticulously attired, supercilious Englishman whose avariciousness ultimately takes him to his death, thus leaving Chandler and the girl free to marry. The film successfully captures what might be described as the "glamor" of the Orient, and all the vivid colors and costumes tend to compensate for the script's slow spots. The climactic scene wherein Chandler succeeds in blowing up the pirate chief's ship by swimming to its keel with an armful of explosives is rendered with pyrotechnic splendor.

Leonard Lee's screenplay was based on a story and adaptation by Herbert Margolis and Louis Morheim. Rounding out the cast are Philip Friend, Marvin Miller, Ducky Louie, David Wolfe, Jay Novello and H. T. Tsiang.

Running time, 75 minutes. General audience classification. For May release.

CHARLES L. FRANKE

"The Last Outpost"

(Pine-Thomas—Paramount) *Hollywood, April* 16

WITH Ronald Reagan, Rhonda Fleming, Bruce Bennett, Bill Williams, Noah Beery and Technicolor as names to draw with, the Messrs. William H. Pine and William C. Thomas tell here in big-scale terms and with a large cast an exciting story about the Union and Confederate armies and the Apache Indians and the conflict that raged between them in the Southwest in 1862. There is a brother-against-brother theme in the foreground, a soldierly romance in the background, and there is a dramatically complex network of counter-plot that gives both suspense and humor full play, but the *piece de resistance* is an Apache attack upon a frontier post in which Union and Confederate forces join up to quell an onslaught no less violent because righteously motivated. Few if any similar soldier-Indian fights ever filmed match this one.

The script, by Geoffrey Homes, George Worthington Yates and Winston Miller, convincingly directed by Lewis R. Foster, presents Reagan as a Confederate officer in charge of a raiding band assigned to procure gold, leather and other war materials in Union-held territory, and casts Bennett as the Union officer in command of the area. Reagan and Bennett are brothers, and Miss Fleming, now married to a trading post operator bent upon stirring up the Apaches for his own benefit, is Reagan's former sweetheart. Against that personal background is set a complicated chain of events in which the brothers, although wearing opposing uniforms, strive equally to keep the Apaches from joining in the war. They are successful, against great odds, until a citizen shoots the Apaches' truce-emissary, after which the Indians attack the post and the Union and Confederate forces join to repulse them. When local peace has been restored, and the romantic angle taken care of, the Confederate force moves on to other territory.

Running time, 87 minutes. General audience classification. For May release.

ROSCOE WILLIAMS

"Thunder in God's Country"

(Republic)

REX ALLEN takes up the fight against political corruption in "Thunder in God's Country." As an outdoor action drama, it shapes up as superior to the run-of-the-mine Western.

Visiting the idyllic Western town of Hidden Valley, Allen finds Ian MacDonald trying to take over the mayor's office. With his candidate, Paul Harvey, installed as mayor, MacDonald intends to set up a gambling syndicate. To win the election, the gambler attempts to discredit the incumbent mayor and his police chief, Buddy Ebsen and Harry Lauter. With the help of an honest, but overzealous newspaper editor, Mary Ellen Kay, the plot almost succeeds.

With the election near and the outlook for good government dark, Allen discovers and exposes for the electorate the tie between gambler MacDonald and candidate Harvey. In the picture's final chase, the gang is captured and MacDonald plunges from a precipice after a fight with Allen. The latter's crooning and Ebsen's clowning distinguish the picture's lighter moments.

Melville Tucker was associate producer, and George Blair directed, from a script by Arthur Orloff.

Running time, 67 minutes. General audience classification. Release date, April 8.

U. S. Lists 2,538 Theatre Partners

WASHINGTON, April 16.—Partnership ventures in the exhibition business filed 2,538 income tax returns in 1947, with total receipts of $182,428,000 and net profits less net deficits of $41,921,000, the Treasury reports.

The partnerships had 6,897 members. The total receipts included $172,475,000 from business operations, and the rest from interest, rents, dividends and other incomes. Ordinary net income less deficit amounted to $41,390,000, but adjustment for capital gains, capital losses and contributions brought the figure to $41,921,000.

Of the total returns, 2,215 came from partnerships operating "in the black." The 2,215 returns showed total receipts of $174,804,000, including $165,127,000 from business, and total net profit of $42,593,000.

Code Amendments Not Retroactive

HOLLYWOOD, April 16.—The amendments tightening up the industry's Production Code which were approved by the Motion Picture Association of America's board of directors on March 27 will not be applied retroactively, the PCA here states.

Thus, scripts which had received approval prior to March 27 are being regarded as standing approved, and pictures now in production are not being re-examined for possible deviations from the provisions of the new amendments.

It was not immediately determinable whether any approved scripts or pictures in production contain material which might be affected by the new Code provisions. No policy has been set with respect to the reissuance of pictures previously released whose content violates or conflicts with the Code as now amended, it was stated.

Brulatour Expands Chicago Facilities

Expansion of the Chicago facilities of Jules Brulatour, Inc., distributors of Eastman Kodak motion picture raw stock, is expected to be completed by May 1, it was reported here by William J. German, Brulatour president.

The expansion, which will provide more warehouse space, will cost approximately $150,000, German said.

Liebeskind Gets House

Nat Liebeskind yesterday began operation of the University Theatre in the Bronx. The house, which he acquired from Francisco Reich, is a 600-seater and will play a straight picture policy with changes thrice weekly.

Colosseum to File

(*Continued from page* 1)

tion. The distributors' committee, he added, then released a statement for the record that the companies are not pleading inability to pay as a basis for refusal of the Colosseum's 10 per cent-plus pay hike bid and turned down the demand to permit examination of company earnings.

"The distributors' refusal to bargain in good faith as shown by an unwillingness to disclose earnings will constitute the basis of the unfair labor charge," Beznor said.

NEWS in Brief . . .

WASHINGTON, April 16.—The number of firms in the industry continued to rise in the third quarter of 1950, with 15,100 reported, according to the Department of Commerce.

This represents an increase of 700 firms since the beginning of 1950 and and some 200 since the end of the first half of 1950. During the third quarter of 1950, the Department said, 400 new firms went into business and 200 were discontinued.

•

Metro - Goldwyn - Mayer's Pete Smith subject, "Wrong Way Butch" has been voted by the National Committee on Films for Safety as the "Best Theatrical Motion Picture Produced for Release During 1950." This marks the third time that Smith has won this award, his two previous winners being "Seventh Column" and "Safety Sleuth."

•

Television is a challenge that will be good for the screen and ultimately result in better pictures, Conrad Nagel will say on "The March of Time Through the Years" television program on April 20. Gloria Swanson will appear with him on the program's guest panel, with John Daly host of the TV show.

•

OTTAWA, April 16.—Gaston Pratte of Quebec has been elected to the board of directors of Famous Players Canadian Ltd., succeeding the late Howard P. Robinson.

•

Albany, N. Y., April 16.—Lou Goldstein, former assistant chief film buyer for the Schine circuit, has joined Harry Lamont as partner in the Vail Mills Drive-in, in the Gloversville area and in Lamont's River View Drive-in, between Amsterdam and Schenectady.

•

Brenon and Morgan Associates will handle the New York opening of "The Long Dark Hall" for Peter Cusick in conjunction with the Rivoli Theatre here. This is the picture starring Rex Harrison and Lilli Palmer, made by Cusick International Films. It is a Huntington Hartford Production.

•

A reception for the stars of Republic's "The Fighting Coast Guard," will be held here Monday at the Essex House, Herbert J. Yates, Republic president, announced yesterday. In addition to Brian Donlevy, Ella Rains and Forrest Tucker, Rear Admiral Louis B. Olson, USCG, commander of the Third Coast Guard District, will be present.

•

CHICAGO, April 16.—Norman Kassel, Essaness Theatres' advertising manager, is leaving the circuit this week to form his own advertising agency here to handle theatrical accounts. A member of Essaness for 14 years, Kassel created the cartoon ads used on the early Danny Kaye films.

Keys to Evergreen

PORTLAND, ORE., April 16.—Elmore H. Keys, booker for Midstate Amusement Corp. for the past seven years, has taken a similar position with Evergreen Theatres at Seattle. He will be succeeded in Walla Walla, Wash., by Howard McGhee, of Toppenish, with Midstate since 1942.

Brighter Theatre Business Is Seen for Kentucky

LOUISVILLE, April 16.—There appears to be a note of optimism among motion picture exhibitors in this state regarding future boxoffice receipts. It appears they are inclined to believe that with the increased number of manufacturing companies building factories in Kentucky, and with the expansion of the defense effort, more people will be on payrolls, and those that are on payrolls will work more hours, with the result there will be more money to spend, a large part of which they expect to be included in recreation and entertainment.

Further, it seems to be the general belief that with the curtailment of the manufacture of regular civilian goods, there will be less items for which money can be spent, and with many who are now paying on automobiles, radios, television sets, refrigerators, and such, they will pay off in the not distant future, and with fewer items available their chances of going back into debt, particularly with the credit controls, exhibitors feel it will mean more cash money in pockets than before, a part of which no doubt will find its way into the box-office.

Another thing entering into the situation is the curtailment on the building of new theatres, which eliminates some of the fear of competition, which will give theatre owners an incentive for remodeling his theatre, making it as good-looking and as comfortable as possible in an effort to bring in new patrons, and to try to get the patrons now going to come more often.

Crosley to Produce Films for Video

CINCINNATI, April 16. — Crosley Broadcasting Corp. is contemplating becoming the Midwest center for TV film production, according to Robert Dunville, head of the corporation. The enterprise would require an investment of up to $400,000 in equipment, he said. Studios would be located in the former WLW-T building on Mt. Olympus, the WLW-T studios having been moved to Crosley Square in downtown Cincinnati.

Business Stimulator Adopted in Chicago

CHICAGO, April 16.—Newest device used by neighborhood theatres to stir up business is "Sweetheart Night," an experiment undertaken by the Manor Theatre on the Northside. The house admits free every girl or woman escourted by their sweetheart on Thursday evening. Gentlemen pay their regular admission plus the general tax on the lady's ticket. There are no age limits.

Reduced prices are being tried by another Northside theatre, the Ridge. The house advertised admissions of 15 cents from six to seven P.M., and 25 cents, plus tax, thereafter. Children are admitted for nine cents.

Red Cross Drive Set

Leaders of New York's entertainment industry yesterday launched a drive among members to give blood to the Red Cross. The campaign will be climaxed by an all-star show on May 29 at the Center Theatre.

St. Louis MPTO to Discuss Drive-ins

ST. LOUIS, April 16.—The program for the spring regional meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois has been completed and as a starter it will feature an address on "Drive-in Theatre Operations," to be delivered by William T. Powell, district manager of Midwest Theatres of Boston.

The one-day session, at Hannibal, Mo., on Thursday, April 19, will also hear Gordon Halloran, branch manager here of 20th Century-Fox, giving a message on "Working Together"; Louis K. and Joseph C. Ansell, St. Louis exhibitors, will discuss stage shows; Ed Kidwell of TEI Theatres, Kansas City, will speak on concessions; Morton Gottlieb, equipment supply house manager, third dimensional films; Frank Plumlee of Edwards and Plumlee Theatres, Farmington, film advertising and exploitation, and Paul Krueger of Wehrenberg Theatres, St. Louis, explaining the work of the MPTO group.

Tom Edwards, MPTO president, and a director of the Theatre Owners of America, will report on the recent TOA meeting in Washington. An open forum will conclude the day's sessions.

Drive-in Theatre Clinic Is Set for Kansas City Meet

KANSAS CITY, April 16.—A comprehensive clinic on all phases of drive-in operations will feature the National Drive-in Theatre Owners equipment show and convention to be held here May 15-17 in conjunction with the AITO of Kansas-Missouri's annual spring convention. O. F. Sullivan is chairman of national Allied's drive-in committee.

Nathan D. Golden, head of the Department of Commerce film division, Washington, will be among the speakers.

National Allied's board will hold its spring meeting in Kansas City concurrently and it is expected that many of its officers will participate in the drive-in convention.

Theatre Tickets For Service Men

HOLLYWOOD, April 16.—Five hundred tickets to first-run theatres will be furnished weekly to the Los Angeles area USO for distribution to service men, with Southern California Theatre Owners of America functioning as supplying channel, it was decided at a meeting presided over by SCTOA board chairman Gus Metzger.

All principle circuits and leading independents will cooperate.

Chakeres Testimonial

CINCINNATI, April 16.—Local theatremen are teaming up with members of the Cincinnati Variety Club to give a testimonial dinner on May 7 to Phil Chakeres, president of the Chakeres circuit, Springfield, O., in honor of his having recently been selected "Exhibitor of the Year" by *Look*.

Cleveland Drive-ins In Joint Promotion

Cleveland, April 16.—Drive-in theatres in this area are combining in a cooperative advertising campaign to stress the advantages of outdoor theatre attendance, listing free admission to children under 12; no parking worries; no baby sitting; no need to dress up; smoking privileges, etc. Participating in the campaign are the Auto, Eastlake, Euclid Ave., Cloverleaf, Eastside, Fairview, Northfield Star, West Side, and the Miles Drive-in.

Coming Events

April 17-18—Motion Picture Operators of the South annual meeting, Henry Grady Hotel, Atlanta.

April 18—Associated Motion Picture Advertisers luncheon-meeting honoring motion picture trade press, Hotel Piccadilly, New York.

April 19—Amusement Division, Joint Defense Appeal of Greater New York, industry-wide luncheon, Hotel Astor, New York.

April 19—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois spring regional meeting, Hannibal, Mo.

April 25—Kansas-Missouri Theatre Association spring meeting, Kansas City.

April 25—Cinema Stamp Collectors meeting, Hotel Astor, New York.

April 26—Ascap board of directors election meeting, New York.

April 26-28—Paramount annual national sales meeting, Warwick Hotel, New York.

April 27-28—Monogram regional sales meeting, Broadmoor Hotel, Colorado Springs.

April 30-May 4—Society of Motion Picture and Television Engineers 69th semi-annual convention, Hotel Statler, New York.

May 3—United Jewish Appeal amusement division industry luncheon, Hotel Astor, New York.

May 3-5—United Artists national sales convention, Chicago.

May 7—"Michael" Awards Dinner of the Academy of Radio and Television Arts and Sciences, Waldorf-Astoria Hotel, New York.

May 7-8—North Central Allied Independent Theatre Owners convention, Nicollet Hotel, Minneapolis.

May 7-9—Independent Theatre Owners of Arkansas annual convention, Hotel Marion, Little Rock.

To Open FWC House

HOLLYWOOD, April 16.—Fox West Coast will open the new 1,078-seat Fox Theatre in Taft, Cal., May 1, with Hollywood personalities making personal appearances at the opening, general manager George Bowser has announced. The new theatre, costing $300,000, replaces the Hippodrome, destroyed by fire a year ago.

WORLD CHAMPIONS



....HERE'S YOUR Cchampionship TEAM!....

DANIEL R. HOULIHAN, *Albany;* FRED R. DODSON, *Atlanta;* JAMES M. CONNOLLY, *Boston;* CHARLES B. KOSCO, *Buffalo;* VERNON M. SKOREY, *Calgary;* JOHN E. HOLSTON, *Charlotte;* TOM R. GILLIAM, *Chicago;* JOSEPH B. ROSEN, *Cincinnati;* IZZY J. SCHMERTZ, *Cleveland;* MARK SHERIDAN, *Dallas;* VINCENT J. DUGAN, *Denver;* RALPH PIELOW, JR., *Des Moines;* JOE J. LEE, *Detroit;* TOM O. McCLEASTER, *Indianapolis;* JOE R. NEGER, *Kansas City;* CLYDE W. ECKHARDT, *Los Angeles;* TOM W. YOUNG, *Memphis;* JACK H. LORENTZ, *Milwaukee;* MOE A. LEVY, *Minneapolis;* GERRY CHERNOFF, *Montreal;* BENJAMIN A. SIMON, *New Haven;* WILLIAM BRIANT, *New Orleans;* ABE DICKSTEIN, *New York;* MARION W. OSBORNE, *Oklahoma City;* JOE E. SCOTT, *Omaha;* SAM E. DIAMOND, *Philadelphia;* AL LEVY, *Pittsburgh;* CHARLES F. POWERS, *Portland;* CHARLES L. WALKER, *Salt Lake City;* ALEX W. HARRISON, *San Francisco;* REGINALD G. MARCH, *St. John;* GORDON F. HALLORAN, *St. Louis;* CHILTON L. ROBINETT, *Seattle;* PETER MYERS, *Toronto;* JAMES E. PATTERSON, *Vancouver;* C. GLENN NORRIS, *Washington;* JOSEPH H. HUBER, *Winnipeg.*

READY TO GO TO BAT AGAIN FOR YOU WITH . . .

HALLS OF MONTEZUMA
Technicolor
CALL ME MISTER
Technicolor
OF MEN AND MUSIC
THE MUDLARK
BIRD OF PARADISE
Technicolor
I'D CLIMB THE HIGHEST MOUNTAIN *Technicolor*
THE 13th LETTER

LUCKY NICK CAIN
YOU'RE IN THE NAVY NOW
I CAN GET IT FOR YOU WHOLESALE
SWORD OF MONTE CRISTO
Supercinecolor
FOLLOW THE SUN
14 HOURS
ON THE RIVIERA
Technicolor
RAWHIDE



There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 75 NEW YORK, U. S. A., WEDNESDAY, APRIL 18, 1951 TEN CENTS

Arnall Heads Compo Unit on Membership

Seven-Man Committee to Pass on Qualifications

The appointment of a committee of seven, headed by Ellis Arnall, president of the Society of Independent Motion Picture Producers, to pass upon the qualifications of organizations seeking membership in the Council of Motion Picture Oragnizations was announced here yesterday by Ned E. Depinet, COMPO president.

The committee was authorized at the special meeting of the COMPO executive board here last January which voted to change the by-laws to permit state and regional units of Allied States and the Theatre Owners of America to become members.

The committee, with Arnall as chairman, consists of Andrew W. Smith, Jr., representing the Motion Picture Association of America;

(*Continued on page 7*)

New NPA Board to Hear Appeals on Hardship Cases

WASHINGTON, April 17.—The National Production Authority revealed today that it is setting up an appeals board to hear cases where applications for exception to NPA regulations in hardship cases have been denied by operating divisions.

The board will hear appeals on the construction order, as well as cases

(*Continued on page 7*)

Ascap Group Quits In Films Deadlock

In view of the deadlock in negotiations between Ascap and the Hollywood producers for pacts to cover fees to be charged for use of music in films, Ascap has decided to reconstitute its negotiating committee, it was reported here yesterday.

The committee has been under the chairmanship of Louis Bernstein, Ascap treasurer. The negotiations

(*Continued on page 7*)

PCA Approval of Scripts and Films Last Year Exceeded Those in '49

The Production Code Administration in 1950 surveyed 510 scripts, an increase of 23 per cent over the 414 of 1949. It issued certificates of approval to 429 features, against 421 in 1949. This was disclosed yesterday by the MPAA in announcing the PCA's annual report, prepared by Code Administrator Joseph I. Breen.

The 429 feature approvals "compare favorably with the average number of seals issued over the past seven years," said the announcement. Of the 429, 50 were for imports.

Seventy-eight scripts found unacceptable last year were revised and later approved. Revisions were also made in 95 features to bring them in line with Production Code standards.

Total PCA seals for short subjects numbered 447 in 1950, 10 per cent fewer than in 1949.

UPT Has $10,000,000 For Television Purchases

UPT's Excess Profit Ceiling $30,000,000

United Paramount Theatres' excess profits tax credit on a consolidated basis increased from $23,000,000 in 1950, its first year, to $30,000,000 for this year, largely through acquisition of such co-owners' interests as those in Interstate and Texas Consolidated circuits and Tri-States Theatre Corp., the company's annual report reveals.

UPT incurred no excess profits tax last year.

A standby credit of $10,000,000 which United Paramount Theatres has given notice it will take down tomorrow may be used in part for the acquisition of television assets this year, "with the balance available for the same or other purposes," it is stated by Leonard Goldenson, UPT president, in the annual report to stockholders now being distributed.

The report does not identify the television assets which UPT is considering acquiring. The $10,000,000 credit was made available when UPT negotiated a $35,000,000 loan last Dec. 28 from Metropolitan Life Insurance Co. and a group of three banks.

When drawn down tomorrow, the credit will be represented by 3½ per cent notes due in 1971.

The report notes that encouraged by the success of the exclusive theatre telecasts of University of Illinois and University of Michigan home football games last fall in three UPT theatres in Chicago and Detroit, the company is currently negotiating with the Na-

(*Continued on page 7*)

Acute UK Sulphur Shortage Hits 'Labs'

LONDON, April 17.—Warning of an "unparalleled industrial disaster" in Britain unless new supplies of sulphur are obtained soon, Harold Wilson, president of the Board of Trade, told Parliament today he is willing to go to Washington to urge an increase in the sulphur allocation from the U. S.

Although the needs of film laboratories here are trifling compared with other industrial sulphur users, the laboratories' situation is as grave as any of the others. Many "labs" will definitely be forced to close unless early relief is forthcoming. A contemplated allocation, effective here May 1, would reduce film supplies at least 50 per cent.

It is understood that the Kinematograph Renters Society has made an urgent request to the Motion Picture Association of America in Washington to endeavor to obtain help and the

(*Continued on page 6*)

Buying Nears End; UPT Sales Start

Indicating that United Paramount Theatres has about completed, in its first year, the purchase of all partnership theatre interests it plans to acquire, Leonard Goldenson, president, states in his annual report to stockholders that "from this point on sales will exceed acquisitions."

"Consequently," Golden adds, "cash income from sales will exceed cash outlay for purchase of theatres in the future."

Transactions last year included purchase of A. H. Blank's 50 per cent

(*Continued on page 7*)

226 Pictures To UA From ELC in Deal

Velde Appointed Head of UA's Western Division

A preliminary inventory of the pictures which United Artists has acquired as a result of its purchase of Eagle Lion Classics discloses the number to be 226, which is made up of 177 American-made films, 48 British productions and one French film.

UA officials estimated last week that all but 50 of the pictures from ELC had been liquidated.

Meanwhile, in line with UA sales personnel developments growing out of the ELC purchase, it was reported yesterday by William J. Heineman, UA distribution vice-president, that James Velde, until now Detroit branch manager for ELC, has been appointed UA Western district manager, effective April 30.

The 226 pictures are earmarked solely for release to theatres and none will go to television until well after the round of commercial theatres has been completed, Heineman pointed out.

(*Continued on page 4*)

MacArthur Speech To Ten Screens Via Theatre TV

General Douglas MacArthur's appearance before a joint session of Congress tomorrow will be carried by the majority of U. S. theatres equipped with theatre television, it was learned here yesterday.

With at least 10 theatres set to cover MacArthur's first speech since his dismissal by

(*Continued on page 6*)

Coston Quits Post, Al Kvool Succeeds

The resignation of James Coston as Chicago-Milwaukee zone manager for Warner Theatres was announced here yesterday by the company. He will be succeeded, effective May 1, by Al Kvool, now assistant zone manager. Coston's resignation was by mutual agreement with Warner and is understood to have been contemplated for some time by the veteran exhibitor

(*Continued on page 7*)

Loew's Decree Talks Pick Up Steam

Washington, April 17.—U.S. Justice Department attorneys and officials of Loew's held consent decree talks here yesterday and today and will probably "continue on and off" for the rest of the week, it was reported.

Balaban to Address JDA Meeting Here

Barney Balaban and Harry Brandt will be the principal speakers at the industry-wide luncheon to be held on behalf of the Joint Defense Appeal tomorrow at the Hotel Astor, it is announced by Max A. Cohen, chairman of the luncheon committee. Herman Robbins, chairman of the amusement industry's JDA effort, will preside.

General Douglas MacArthur's address before the joint session of Congress will be broadcast at the luncheon.

The list of dais guests includes the following besides Balaban, Brandt and Robbins: A. J. Balaban, Robert Benjamin, Leo Brecher, Max A. Cohen, Jack Cohn, George Dembow, Ned E. Depinet, Si Fabian, Ben Fielding, Emanuel Frisch, Leonard Goldenson, William Heineman, Max Kase, Bernard Kranze, Martin Levine, Chick Lewis, Al Lichtman, Ilya Lopert, Arthur Mayer, Robert Mochrie, Sol Pernick, John Pransky, Sam Rinzler, Sam Rosen, Adolph Schimel, Al Schwalberg, Sol Schwartz, Abe Schneider, Allen Smith, Sol Strausberg, Saul Trauner, David Weinstock and Max Youngstein.

Associate chairmen of the amusement division are: Balaban, Jack Cohn and Samuel Schneider.

UJA Lines Up Stars For May 3 Luncheon

Leading stars of screen, stage, radio and television will attend the May 3 Hotel Astor luncheon of the amusement division of the United Jewish Appeal, it is announced by Sam Rosen, Fabian Theatres, and Abe Schneider, Columbia Pictures, UJA division chairman. Among the several artists who are expected to be present are Robert Alda, Jack Carson, Judy Holliday, Gertrude Lawrence, Gordon McCrae and Russell Nype. Others will be announced shortly.

Louis Nizer will be one of the speakers.

'Brave Bulls' Bow Draws Latin Officials

Keyed to the current "Pan American Week," Columbia's "The Brave Bulls" had a preview opening at the Rivoli Theatre here last night with a large contingent of Latin American representatives in attendance. Among them were the heads of the United Nations delegations from Mexico, Nicaragua, Panama, Peru, Paraguay and Colombia.

Personal Mention

FRANCIS HARMON, Motion Picture Association of America vice-president, has been delayed by further illness from returning to his New York office for another three or four weeks. He is resting in Florida and earlier had been expected back here this week.

•

PHIL ISAACS, Paramount's newly-appointed Washington branch manager, became the father of a girl, DIANE, born last week to his wife, JEAN. The couple have another daughter, SUSAN.

•

CARL ROGERS has been transferred from manager of the Broad Theatre, Columbus, O., to manager of Loew's there, succeeding William REISGER, resigned.

•

RICHARD CORUM, theatre, radio and television editor of the Columbus, O., *Star*, announces the birth of a daughter, CATHERINE LOUISE.

•

RICHARD A. HARPER, M-G-M circuit sales representative, is slated to return here from Gloversville, N. Y., today.

•

JOHN MITCHELL, head of United Artists' television department, is due in Chicago today from New York.

•

BARNEY GERARD, Monogram producer, is due to leave here today for the Coast.

•

RUTH HELM, associate producer with Eddie Albert Productions, has arrived here from Hollywood.

ARTHUR M. LOEW, president of Loew's International, is due back here from Europe Friday.

•

ALFRED E. DAFF, world-wide director of sales for Universal-International Pictures, and C. J. FELDMAN, domestic sales manager, yesterday conferred with Salt Lake City personnel, including C. R. WADE, branch manager.

•

ARTHUR C. BROMBERG, Allied Artists and Monogram franchise holder in Atlanta, arrived here yesterday to confer with president STEVE BROIDY and general sales manager MOREY GOLDSTEIN.

•

A. J. O'KEEFE, former Universal Pictures assistant general sales manager, is en route to New York from the Coast. He made a stop-over in Minneapolis yesterday.

•

C. J. LATTA, managing director of Associated British Pictures Corp., is due to arrive here from London tomorrow on the *S.S. Queen Elizabeth*.

•

IRVING SOCHIN, sales head of Universal-International special films division, left here last night for New Haven and Boston.

•

ALVA E. SMITH, radio installation supervisor of the Westrex Corp., has returned here from Europe.

•

JAMES R. GRAINGER, Republic sales and distribution executive vice-president, left here yesterday for Detroit.

McCarthy to Meet With BOT on Pact

During his European tour next month, John G. McCarthy, chief of the Motion Picture Association of America's foreign department, will confer in London with Harold Wilson, president of the British Board of Trade; R. G. Somervell, chief officer of the Board's film division, and F. W. Allport, MPAA representative in Britain, to lay the groundwork for renegotiation later of the Anglo-American film agreement, the MPAA indicated here yesterday.

Scheduled to leave Friday aboard the *S. S. Queen Elizabeth*, McCarthy will stop first in Paris for Franco-American film pact talks. His itinerary also includes Madrid, Frankfort and Rome. It is expected that while he is in Rome a new Italo-US film agreement will be signed.

Star 'Junket' for Para.'s 'Passage'

The saturation booking campaign currently being worked out for Paramount's "Passage West" in 13 Southern states will be supported by a star "junket" which will cover 27 key cities, it was announced here yesterday by Jerry Pickman, Paramount's advertising-publicity head.

Spearheaded by John Payne, Arleen Whelan and Dennis O'Keefe, the junket will get under way early in June.

376 Features in '50 Registered in U.K.

LONDON, April 17.—Registrations of films of 6,500 feet and over during the year ended last March 31 consisted of 76 British pictures and 300 foreign-made pictures, the Board of Trade reported today. Of the 300 foreign features, 249 were American and 29 were French.

In the category of from 3,000 to 6,500 feet, there were 49 British registrations and 144 foreign. British producers accounted for 222 short subjects and foreign producers for 496. Last year British producers registered 81 features; 50 films in the 3,000 to 6,500-foot category and 232 shorts, while foreign product accounted for 283 features, 157 in the 3,000 to 6,500 feet category and 519 shorts.

U-I's 'Francis' to Help Sell Bonds

Francis, Universal - International's "talking mule," will tour 35 cities starting April 30 on behalf of a new U. S. Defense Bond Drive to be sponsored by the nation's newspaper carriers. Carriers of some 600 papers will become "Minutemen" for the new drive. Francis will head a "Bondmobile" as the official mascot.

In connection with his visit to each city, there will be special screenings of the new picture, "Francis Goes to the Races," for civic officials, bond officials and the carriers.

Newsreel Parade

THE reaction to MacArthur's dismissal and President Truman's address head current newsreel items. Other subjects include the fighting in Korea, the return of "Mighty Mo" and sports. Complete contents follow:

MOVIETONE NEWS, No. 32—MacArthur yields command to Ridgway. President Truman pledges no appeasement in Korea. Gen. Eisenhower unifies Europe against Reds. Sports: fishermen land fair catch, boatmen shoot the rapids.

NEWS OF THE DAY, No. 266.—UN pushes on in Korea amid peace rumors. MacArthur's dismissal stuns Japan. President Truman on Korea. Royalty tour. "Mighty Mo" home. Swim season for water babies. Battling juniors.

PARAMOUNT NEWS, No. 69—Celebration awaits MacArthur's return. President Truman defends foreign policy. Gen. Eisenhower inspects allied troops. "Mighty Mo" returns from Korea. Women's swimming meet. Water babies.

TELENEWS DIGEST, No. 16-A—MacArthur headlines. Japanese reaction. First interview with Gen. Matthew Ridgway. President Truman decries "party politics." Stone of Scone back in Westminster Abbey. Boatrace.

UNIVERSAL NEWS, No. 448—President Truman's foreign policy address. Bovine quads. Medal of Honor awards. "Big Mo" back. Korean drive continues under new commander. Sport news: "small fry" sluggers.

WARNER PATHE NEWS, No. 71—MacArthur leaves Japan for U. S. President Truman at Democrats' dinner. Gen. Eisenhower inspects Allied troops. "Mighty Mo" "Big Mo" returns home from the wars Sports: AAU boxing.

Ampa's Trade Press Tribute Today

The luncheon to be given today by the Associated Motion Picture Advertisers honoring the trade press for "distinguished service to our industry" will be highlighted by the presence on the dais of industry executives and publishers of the trade periodicals. Chairman and master-of-ceremonies for the event, to be held at the Hotel Piccadilly here, will be Si Seadler, advertising manager of Metro-Goldwyn-Mayer, and the principal speaker. will be William Rodgers, general sales manager for the same company.

Also present on the dais will be Ned Depinet, president of RKO Pictures; Sol Schwartz, president of RKO Theatres; Arthur Mayer, general counsel for COMPO; Harry K. McWilliams, AMPA president and manager for Columbia Pictures; and the following trade paper publishers or editors: Jack Alicoate, *Film Daily;* Martin Quigley, Quigley Publications; Chick Lewis, *Showmen's Trade Review;* Abel Green, *Variety;* Jay Emanuel, Jay Emanuel Publications; Mort Sunshine, *The Independent,* and James Jerauld, *Boxoffice.*

N. Y. Philharmonic Returns to Roxy

The New York Philharmonic Symphony Orchestra, directed by Dimitri Mitropoulos, will again move from Carnegie Hall to play a return engagement at the Roxy Theatre for two weeks beginning May 9.

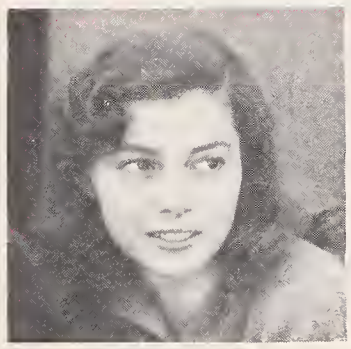
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MORE GREAT MOVIES!



"DIVIDEND" OFF TO FLYING START!

Tops "Royal Wedding" and equals "Father of the Bride" in first 10 spots as follows: First 3 days Buffalo, New Haven, Bridgeport, Nashville, Kansas City, Los Angeles (Two theatres). First 4 days Danbury. First 2 days Washington, D. C. First 5 days Norwich. Now Radio City Music Hall joins the box-office party!



PIER ANGELI
hailed by press as New Star!

"TERESA" BREAKS HOUSE RECORD!

World Premiere of M-G-M's "TERESA," Story of a Bride, at Trans-Lux 52nd St., N. Y. sets new high for house topping first week of "Seven Days to Noon," previous record holder that ran almost four months! "All honor to those who made it," says N.Y. Times as critics acclaim a new star in her first big American picture.



"GREAT CARUSO" SETS NEW HIGH!

The Preview at Loew's 72nd St., N. Y. makes history! The Motion Picture Research Bureau reports a new all time audience survey record: HIGHEST PERCENTAGE "EXCELLENT RATING" OF ALL TIME! PREVIOUS RECORD HOLDER WAS "BATTLEGROUND"!



"ROYAL WEDDING" NATIONWIDE SOCKO!

In its first 156 engagements it is doing:

99% of "Kim"
98% of "Summer Stock"
90% of "Three Little Words"
81% of "Annie Get Your Gun"

And that means terrific business everywhere!

Office Equipment For Sale at ELC

Eagle Lion Classics, whose sale to United Artists excluded office equipment, has put up for sale its furniture and fixtures at the home office and at all exchanges. It is expected, however, that a number of file cabinets, which contain papers to which UA is now entitled, will be sold to the latter company.

The ELC office equipment is valued at $100,000, a company official said yesterday.

Guilds, ELC in Tilt Over Severance Pay

The Screen Publicists and Screen Office and Professional Employes guilds are engaged in a controversy with Eagle Lion Classics over severance pay for some 100 home office employes who have lost their jobs in consequence of the sale of the company to United Artists.

Severance clauses in the contracts with the unions would base such pay on 10 months service for all employes, since ELC was formed only last June. Many workers, however, had been employed by predecessor Eagle-Lion, and some have been with the organization since the time E-L was created out of the now defunct PRC. The guilds' contracts are with ELC, and the company has taken the position that it is therefore not responsible for severance pay for service with the predecessor firms.

UA Acquires 226 Films

(*Continued from page* 1)

Heineman said, UA's policy with respect to the release of product to television remains unchanged, the take-over of ELC product notwithstanding.

Whether there are among the 226 pictures some which have completed theatre distribution and therefore would be eligible for release to TV has not yet been determined, according to the UA television department. It was added that it also has not been determined whether any such ELC out-of-release pictures would be passed along to the UA department.

In regards to sales personnel, Heineman said that in many exchanges UA is adding former ELC salesmen to present sales staffs, and in a number of cases is retaining UA exchange managers while finding spots for those who were their counterparts at ELC.

He announced the realignment of key branch and sales personnel in the exchanges of the West Coast district, describing this as a move to strengthen the UA sales position in the territory.

In this connection, Richard Carnegie has been appointed branch manager of the UA Los Angeles branch, a capacity similar to the one he held with ELC. Bert Pollard, formerly branch manager, will assume the post of office manager.

Ralph Amacher, former ELC branch manager, has been named sales manager of the UA San Francisco office, joining forces with Ralph Clark, branch manager.

Charles Powers, Jr., has been assigned the post of Portland, Ore., sales representative for UA, moving over from his post as branch manager for ELC in the same city. He will expand the coverage of UA's Seattle office for A. J. Sullivan, branch manager, the company stated. C. Trowbridge will continue as branch manager of the Salt Lake City exchange.

Velde will take over the West Coast sales territory, comprising Los Angeles, San Francisco, Seattle and Salt Lake City, under the supervision of Milton E. Cohen, newly-named Western-Southern sales manager. Velde will make his headquarters in Los Angeles. He goes to UA with many years of service in the industry, including top sales posts with Paramount and the Selznick Releasing Organization.

With Stanley Kramer's "Cyrano de Bergerac" now being prepared for general release on July 20 by UA, the special roadshow department, created for the film's two-a-day engagements, will be dissolved on Friday. Howard E. Kohn, roadshow manager and educational director for the Kramer organization, has resigned, effective on that day.

UA has scheduled announcements of sales personnel shifts and changes today covering the Eastern district.

UA Sets Bows of 2; 'Legion'; 'New Mexico'

United Artists' "The First Legion," starring Charles Boyer, will have its world premiere at Loew's State here on April 27, it was announced yesterday by William J. Heineman, UA vice-president in charge of distribution. Three of the film's players, Leo G. Carroll, Walter Hampden and Wesley Addy, will attend the premiere.

Another UA production, "New Mexico," an Anscocolor Western, will bow at the Kimo Theatre, Albuquerque, on May 3.

Seidelman Will Enter Business on His Own

Sam L. Seidelman, who has been Eagle Lion Classics' foreign manager, said yesterday that he has turned down two offers to go over to United Artists upon consummation next week of the sale of ELC to UA. His present plans, he said, call for a vacation and, later, entry into business for himself, perhaps in the film export-import field.

Meanwhile, Seidelman said, he will assist UA "for a very brief period" in the steps which will make possible the absorption of the ELC foreign department by UA's foreign department.

LeSieur Leaves ELC

Howard LeSieur yesterday checked out at Eagle Lion Classics, whose advertising-publicity director he has been. His employment by ELC terminated with the company's sale to United Artists last week.

TV Expands in Atlanta

ATLANTA, April 17.—This city will soon have its third television station on channel number eight, formerly owned by WSB-TV which will move to another channel.

Probers May Arrest Nine

WASHINGTON, April 17.—The House Committee on Un-American Activities is expected next week to ask the House for arrest warrants for nine Hollywood workers who have failed to accept service of subpoenas issued by the Committee for its current hearings.

The Committee will doubtless vote in favor of such action in executive session late this week, after it reads the written transcript of testimony given to it today by Committee investigator William A. Wheeler, who said the nine were "deliberately avoiding service of the subpoena."

Named by Wheeler were screen writers Michael Uris, Fred Rinaldo, Hugo Butler, Lew Solomon, Leonardo Bercovici and Edward Huebsch; director Jack Berry, actress Karen Morley and radio writer Georgia Backus Alexander.

Comes at Close

Wheeler's testimony came at the close of the Committee's only day of hearing this week. He followed to the stand three "uncooperative" witnesses—Harold Buchman, Anne Revere and radio writer Sam Moore.

On Monday the Committee will pick up with what promises to be a full week of hearings. Lead-off witness will probably be John Garfield, who has requested an appearance before the committee.

Committee chairman John S. Wood (D., Ga.) told reporters that Budd Schulberg, who was named as a former Communist by witness Richard Collins, would probably be subpoenaed if he did not appear voluntarily.

Sale of ELC Makes Rathvon Freelancer

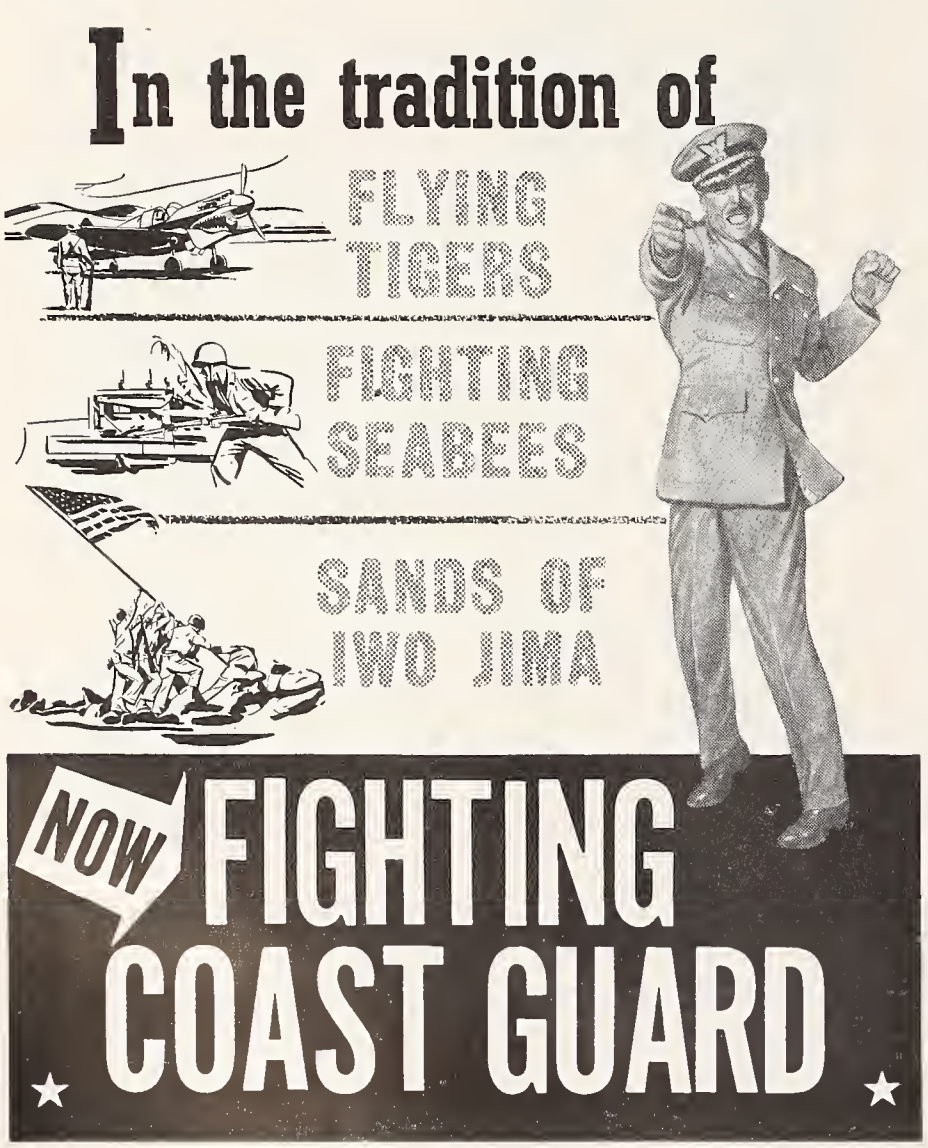
Motion Picture Capital Corp., independent production financing organization headed by N. Peter Rathvon, is expected to conduct its operations on a freelance basis now that Eagle Lion Classics, with which it was tied up, has been sold to United Artists, it was indicated yesterday.

First outward indication of this policy change is the deal for the release of MPC's "Be Happy Go Lovely" by RKO Pictures. Heretofore the Rathvon company released all of its pictures through ELC.

UA, under its deal for the purchase of ELC, is heir to MPC product which ELC had been handling as well as all other ELC releases. Among the MPC pictures involved are "The Sun Sets At Dawn," which has just been placed in distribution, and "Destination Moon" and "The Torch." William J. Heineman, UA distribution vice-president, said yesterday that the former two pictures still are due for considerable revenue.

"Be Happy Go Lovely" is the final picture on MPC's latest schedule, and Rathvon is understood to be weighing deals for additional production financing. He is in Hollywood at present. L. Jack Schlaifer is MPC's sales representative.

MPC is seeking new quarters in New York. Up to now it has occupied space at the ELC home office which is slated to be abandoned soon after April 30.





Some ADVERTISING gets *some* BUSINESS...
more ADVERTISING gets *more* BUSINESS!

It's a simple formula that has added up to *Bigger Profits* at the Box Office...for more than half-a-century ...and it's just as good today, as it ever was!

So . . . take a look at the ADVERTISING you are *using* . . . add up the BUSINESS you are *getting* . . . then ...do *more* POSTING!...use *more* DISPLAYAWAYS!... distribute *more* HERALDS!...tell *more* PEOPLE!...AND ...you'll get *more* PATRONS!...to spend *more* MONEY!

The *more* you DO! . . . the *more* you GET! . . . and brother, *There's* **NO Business Like MORE Business!**

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MacArthur

(*Continued from page* 1)

President Truman, the occasion will mark the greatest use to date of the new medium by theatres.

MacArthur is tentatively slated to address Congress between 12:30 P.M. and 1 P.M. (E.S.T.). Theatres will receive the telecast through the pooled facilities set up in Washington to be carried by coaxial cable to the various cities.

Among the theatres scheduled to show the event on their large screens are the N. Y. Paramount, Fabian's Fox in Brooklyn and Palace in Albany, Century's Marine in Brooklyn, RKO's Fordham in the Bronx, Comerford's Capitol in Binghamton, and United Paramount's State-Lake and Tivoli in Chicago, Michigan in Detroit and Radio City in Minneapolis.

The MacArthur speech will be the first theatre TV showing at Comerford's Capitol since the coaxial cable reached Binghamton.

Rogers Firm Reorganized

HOLLYWOOD, April 17.—Roy Rogers has reorganized the Rohr Company, agents for the merchandise bearing his name. The company will be known as Roy Rogers Enterprises, under the management of W. Arthur Rush and Larry Kent. Jack L. Danov has resigned as manager of Rohr.

In line with the reorganization, A. L. Rackin, publicity and public relations director for Dale Evans and Rogers, has been named publicity, promotion and advertising director.

Review

"The Brave Bulls"

(Columbia)

ROBERT ROSSEN, who made last year's Academy Award-winning "All the King's Men," turns his talents to the spectacular blood-and-thunder sport of bull fighting in "The Brave Bulls." Once again Rossen demonstrates his unusual knack for manipulating crowds and his ability to infuse scenes with a quality of simple, unadorned naturalism. Contributing to the photographic authenticity is the fact that a good deal of time was spent on location shooting in Mexico. As for scenes of bull fighting, there is a profusion of them.

The film, based on Tom Lea's novel, departs from the customary outlines of the Hollywood film, to tell something of a bull fighter, his fears, hopes and frustrations. In Mexico the bull fighter is lionized very much in the manner of a sports world champion here. Mel Ferrer portrays the idolized matador who, one afternoon, is gored. As a consequence he finds himself beleagured by a thousand psychic fears everytime he thinks of entering an arena. At a party, trying to forget, he meets Miroslava, a beautiful lady, and falls in love. Ferrer's happiness is short lived, for Miroslava is killed in an automobile accident together with Anthony Quinn, Ferrer's manager. Deepening the pain is the fact that both were returning from a rendezvous.

In a state of nervous upset, Ferrer goes forth to fulfill a commitment to fight in a small town arena. Once in the arena, fear overtakes him and the crowd sensing this, responds with salvos of boos. Ferrer finally rallies himself into a brilliant performance, turning the fickle crowd's disapproval into thunderous applause.

There are other aspects, in the future of sub-plots, that round out the story. There is a certain arty quality to the screenplay, by John Bright, which, very likely, will find its greatest appeal among the more discriminating patrons. Rossen both produced and directed.

Running time, 108 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

Okay Stiffer Trust Bill

WASHINGTON, April 17.—The House today passed and sent to the Senate a bill boosting the maximum fine for violating the anti-trust laws from $5,000 to $50,000 on each count. The measure makes no change in the one-year jail sentence which can also be meted out for anti-trust violations.

Montgomery Sells Four to Solomon

NEW ORLEANS, April 17.—Levere C. Montgomery of the Joy Theatre here, has sold his interests in four theatres to T. G. Solomon of McComb, Miss., in a $200,000 transaction. They are the Clarke in Natchez, Miss.; Tiger Drive-in, Baton Rouge, La.; Bama Drive-in, Mobile, Ala., and the Palafox Drive-in, Pensacola, Fla. Solomon was formerly a partner in each of the theatres and now has full ownership. Associated with Montgomery in the deal were Eldon Briwa, T. E. MacKenna and Claire Hilgers.

Montgomery plans to expand the Film Service Corp., film buying and booking agency for independents, which he has been operating for 25 years with Briwa.

List Grosses for Goldwyn Reissues

Samuel Goldwyn's double bill reissue of "Up in Arms" and "They Got Me Covered" has recorded first week grosses of $6,500 at the Fulton, Pittsburgh; $5,000 at the State, Youngstown; $16,000 at the RKO Golden Gate, San Francisco; $11,500 at the 20th Century, Buffalo, and $6,000 (for five days) at the Pan in Minneapolis, the Goldwyn office here reports.

The Criterion in New York estimates a gross of $22,000 for a current first week, while in Miami "Arms" played singly at the Variety and Embassy with a total one-week gross of $12,000, the company said.

UK Sulphur

(*Continued from page* 1)

Association of Cinema Technicians has cabled Richard Walsh, president of the IATSE in New York, soliciting the "IA's" good offices.

Britain's normal demands amount to 110,000 tons of sulphur quarterly. The first quarter allocation for 1951 was 81,000 tons.

13 Nominated for 'Michael' Awards

Thirteen film stars and teams have been nominated on the final ballot for "Michael Awards" of the Academy of Radio and Television Arts and Sciences, according to an announcement by United Cerebral Palsy, sponsor of this year's presentation dinners.

They are: Jack Benny, Bob Hope and Groucho Marx in the radio comedian category; Bing Crosby and Tony Martin for radio and television male vocalist; Dinah Shore, radio-television female vocalist; Eddie Cantor, radio-television citation; Milton Berle and Jimmy Durante, television comedian; Robert Montgomery, television director; Burns and Allen and The Goldbergs, situation comedy, and Lilli Palmer, most promising radio-television star.

The winners will be announced at the annual "Michael Awards" dinner to be held in the Waldorf-Astoria Hotel, New York, on May 7. All proceeds of this year's event will be donated to United Cerebral Palsy's May campaign to provide funds for medical research and open clinics.

Aid Catholic Charities

Several film stars will spur a radio appeal here over WNEW tomorrow for "The Pocketbook" program on behalf of the Catholic Charities Appeal of the Archdiocese of New York. The program will feature Bing Crosby, Bob Hope, Jimmy Durante, Ann Blyth, Ruth Hussey, June Haver and Harry Von Zell.

Talk 'River' Release

Ken McEldoney, independent producer, will arrive here today from the Coast to set distribution arrangements for his latest film, "The River," which was made in India.

Miss. Owners to Meet

BILOXI, Miss., April 17. — The Mississippi Theatre Owners convention this year will be held at the Buena Vista Hotel here on June 24-26.

NOW AVAILABLE

Completely reconstructed and NEWLY designed motion picture studio and control room MODERNIZED with every type of unique equipment for use in the production of—

SHORT FILMS
SCREEN TESTS
TV SPOTS
NON-THEATRICAL
PACKAGE SHOWS
SPECIAL EVENTS
SCIENTIFIC

Cameras, 35mm, 16mm Sound and Silent
Tape and Disc Synchronized Recording

Producers Private Offices
Dressing Rooms Rehearsal Rooms
Prop Room

Miscellaneous Interior Stock Sets,
Flats, Furniture, Props, Etc.

MANNON SOUND STAGES, INC.

James Page Pagliaro, Owner-President

112 WEST 89th STREET . . . . . NEW YORK 24, N. Y.

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TWA TWA TWA TWA

Now TWA offers

Luxurious all-sleeper service

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The only all-sleeper flights overnight to

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Across the U.S. and overseas... you can depend on

TWA

TRANS WORLD AIRLINES

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UPT-Video

(*Continued from page* 1)

tional Collegiate Athletic Association "for an extended series of football theatre telecasts next fall." If the negotiations are successful, the report states, UPT expects to expand the number of installations of large screen theatre television equipment in its operations.

UPT theatres having such equipment now include the New York Paramount, the State Lake and Tivoli theatres, Chicago; the Michigan, Detroit, and Radio City, Minneapolis.

The report notes that UPT's television Station WBKB, Chicago, has operated profitably since the first quarter of last year and currently plans are under consideration to build additional studio space for its expanding program requirements.

Goldenson observes in his report that "much work remains to be done" in developing advertising techniques for films and theatres on television "and arrangements must be worked out between exhibitors and distributors, and among exhibitors themselves, for bearing the very heavy cost of television time.

As Advertising Medium

"The use of television as a motion picture advertising medium can be expected to increase materially when television affords national coverage which will permit a distribution of the costs among the maximum number of interested users," Goldenson states.

His report observes that the best assurance of meeting television and other entertainment competition is "in the quality and quantity of feature films." In this regard, he points out that Hollywood's performance last year was "excellent" but that the increasing number of advance run theatres and the decreasing number of subsequent run theatres is reducing both rentals to producers and box-office returns to exhibitors.

"A given picture," he says, "is not in release long enough to derive the full benefit of its advertising and exploitation program" or to benefit from word-of-mouth. He reports that correction of the situation is being attempted now but an acceptable solution remains to be worked out.

UPT Sales Start

(*Continued from page* 1)

interests in Tri-States and Central States circuits; purchase of the Karl Hoblitzelle-R. J. O'Donnell 50 per cent interests in Interstate and Texas Consolidated circuits; termination, through a division of the assets, of the joint interest in the Richards-Lightman Theatres Corp., and the sale to the University of Michigan for $4,000,000 of UPT's 25 per cent interest in W. S. Butterfield Theatres and a 33⅓ per cent interest in Butterfield Michigan Theatres Co.

Concerning the latter deal, the report notes that the purchase price, plus interest, is payable over a 30-year period out of dividends or distributions received by the purchaser as owner of the Butterfield stocks, the purchaser having the right of prepayment, and if at maturity any balance of the sale price and accrued interest remains unpaid, the stocks in the two Butterfield companies are to be sold to the highest bidder and the net proceeds applied to payment of such balance.

With respect to the Interstate and Texas Consolidated acquisitions, for which UPT paid $12,000,000 cash, the report notes that there were 132 wholly-owned and 38 partially-owned theatres involved. The original consent judgment specified that UPT would be permitted to retain 47 of those theatres. However, the March 1 decree modification now permits UPT to retain 95 of the theatres. It is required to dispose of its interest in the remainder, one-third annually over a three-year period.

Divestiture

Also, in order that UPT may conform to the decree provision permitting it to retain 100 per cent interests in a maximum of 651 theatres while retaining the increased number of theatres in Texas and New Mexico, it must dispose of additional theatres elsewhere which the original decree permitted it to retain.

The report states that UPT believes it to be "a distinct advantage to be permitted to retain an increased number of theatres in the prosperous and growing Southwest area."

Since entry of the decree on March 3, 1949, to the end of 1950, UPT terminated joint interests in approximately 708 theatres. Of those, it disposed of all of its interest in approximately 389 theatres.

Review

"Cavalry Scout"

(*Monogram*) *Hollywood, April* 17

A VERY, VERY GOOD production indeed is "Cavalry Scout," resplendent in Cinecolor and carrying cause for plaudits in virtually every department. The basic action is the Cavalry-Indian conflict that raged along the Montana frontier in 1876, the year of Custer's Last Stand. It is excitingly dramatized, solidly written, expertly produced and compellingly acted. It is not the story of Custer, but the setting is the same, as to time and area, and the incidents are as thrilling, and perhaps the more so because the outcome of the strife is not known in advance. The players, from Rod Cameron, Audrey Long, Jim Davis and James Millican on down through a cast numbering scores, give colorful and powerful performances to roles that are far from formula, and there is never a lull in action or interest from opening to close. This is certain: It is a money picture and an audience picture in the full sense of those terms.

Walter Mirisch, producer, used a story and screenplay by Dan Ullman, who rates a distinct bow for finding new Cavalry-Indian material, and another for giving the distaff participant in a frontier story a role of genuine importance to the main story. Director Lesley Selander, utilizing a mountainous terrain stunningly caught by Harry Neumann's Cinecolor-guided camera, made maximum use of script, setting and players in every scene and sequence. Cameron portrays a former Confederate officer, now a Union Cavalry scout, sent into the Montana Territory to find and retrieve three Gatling guns stolen from the U. S. Arsenal by marauding bandits believed to have taken them West to sell to the Sioux and Cheyenne Indians, whose leaders, Sitting Bull and Crazy Horse, will be able to beat the frontier defenders in battle if they receive them. His quest takes him to Red Bluff, where he meets Miss Long, a young business-woman, and Millican, the supposedly honest operator of a freight-wagon line and who is, as the audience is told at once, engaged in trading the Gatling guns to the Indians in exchange for furs. From this beginning the story is developed along fresh and steadily stimulating lines to an ending, more profitably witnessed than synopsized, as actional and narratively justified as the most ardent followers of frontier fiction can ask for.

Running time, 78 minutes. General audience classification. Release date, May 13.

Coston Quits Post

(*Continued from page* 1)

who has numerous other interests.

Coston started in the industry in 1909 and was formerly president of Chicago Theatres Corp. and Coston Booking Circuit, operating 136 theatres. Upon the sale of the business to Warner in 1930 Coston became Warner zone manager.

Kvool has been advertising-publicity director for the Warner zone, then operating assistant and assistant zone manager.

About 77% of UPT Stock Converted

There were 751,774 shares of United Paramount Theatres stock remaining with the voting trustee at the end of 1950, out of an original total of 3,261,287 shares, UPT's report reveals.

Under the consent judgment, stockholders were not permitted to hold shares in both UPT and Paramount Pictures but the decree was modified in March of 1950 to permit holders of 500 shares or less to convert certificates into UPT stock without disposing of their stock in Paramount Pictures. A study is now being made, the report states, to determine whether existing conditions will permit termination of further modification of the voting trust.

NPA Board

(*Continued from page* 1)

where a firm feels it has not gotten enough steel or aluminum or other commodity or in any other fashion feels an NPA operating division has not fairly carried out an NPA order.

NPA will announce shortly standards and procedures for appeals.

The existence of the new board was revealed in a release announcing a general streamlining of the NPA. Another change groups all of NPA's industry divisions under four operating heads as a means of giving industry division directors greater representation in policy determination. The motion picture and photographic products division will come under the "Textile, Leather and Specialty Equipment Bureau." Until now, all NPA industry divisions have operated in one huge industry operations bureau, and have little voice in policy-making, according to NPA Administrator Manly Fleischmann. Under the new set-up the industry chiefs, through the heads of the four bureaus, will have much to say about the new controlled materials plan and other NPA orders.

Assign Drutman

Irving Drutman has been assigned to do special publicity on the new Louis de Rochemont film, "The Whistle At Eaton Falls," which Columbia will release.

Arnall Heads

(*Continued from page* 1)

Harry Brandt of the New York Independent Theatre Owners Association; Leo Brecher of the Metropolitan Motion Picture Theatres Association; H. V. (Rotus) Harvey of the Pacific Coast Conference of Independent Theatre Owners; Trueman T. Rembusch of Allied States and Gael Sullivan of the TOA.

Ascap Group

(*Continued from page* 1)

have been stalled for weeks in consequence of the producers' insistence that their license for music be made to cover television performances as well as regular theatre showings.



"Absorbing, thrilling. Tremendous exploitation possibilities!" —Showmen's

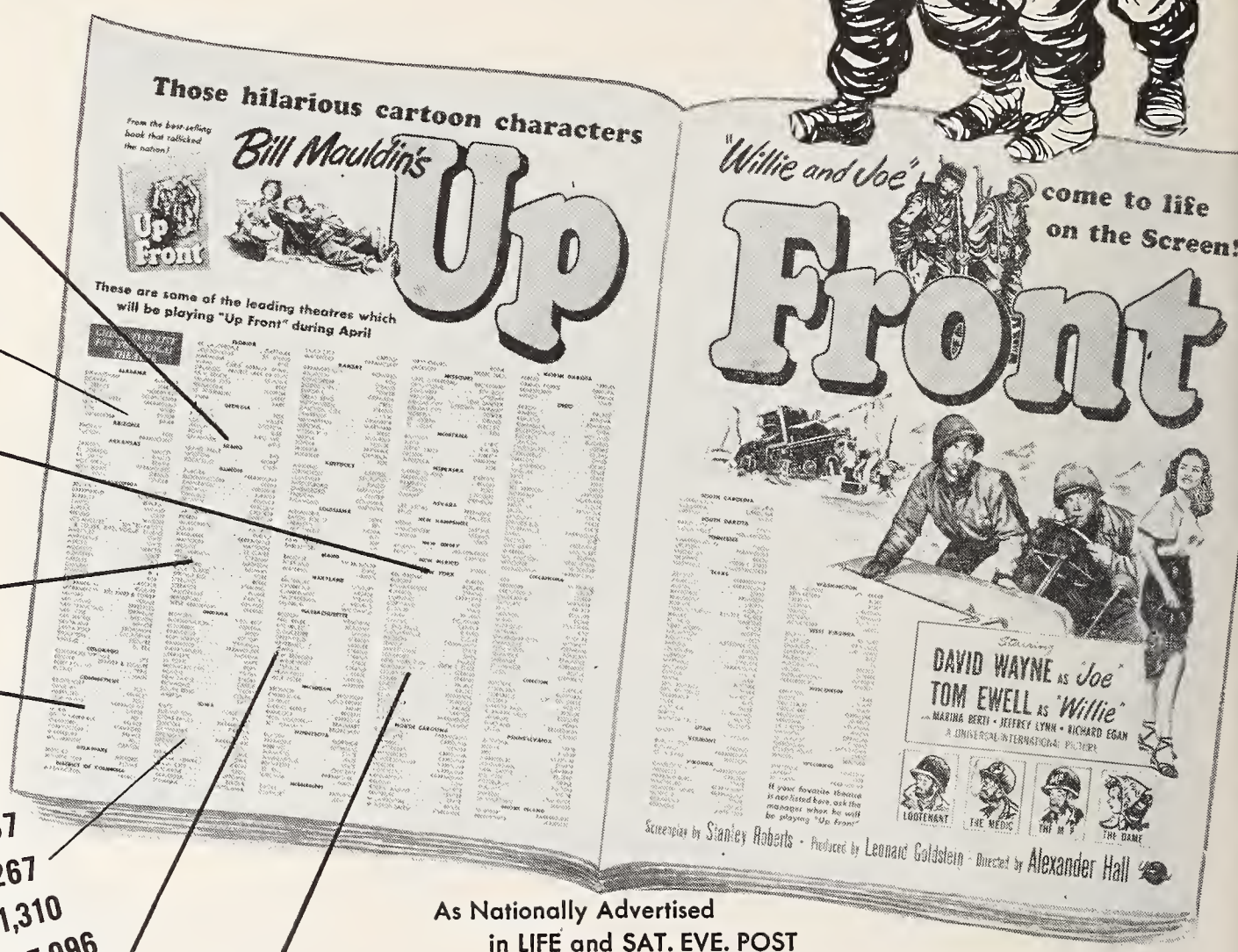
Big town or small town—
it makes no difference!

"Up Front" is Out in Front Everywhere!



Doing
SMASH
BUSINESS

n	POPULATION
HICAGO, ILL.	3,396,808
TTUMWA, IOWA	31,570
LOOMSBURG, PA.	13,100
ES MOINES, IOWA	159,819
OLIET, ILL.	42,365
AN FRANCISCO, CAL	634,536
TEUBENVILLE, OHIO	37,651
HEELING, W. VA.	61,099
EW YORK, N. Y.	7,454,995
UNBURY, PA.	26,192
DALLAS, TEXAS	295,734
FAYETTEVILLE, N. C.	17,428
CHARLESTON, W. VA.	67,914
HICKORY, N. C.	13,487
HARTFORD, CONN.	166,267
ASHEVILLE, N. C.	51,310
SAVANNAH, GA.	95,996
CLEVELAND, OHIO	878,336
TAMPA, FLA.	108,391
MARSHALLTOWN, IOWA	19,240
ROCHESTER, NEW YORK	324,975
WATERLOO, IOWA	51,743
WATERTOWN, N. Y.	33,385
GRAND RAPIDS, MICH.	164,292



As Nationally Advertised
in LIFE and SAT. EVE. POST

. . . . . and these are just the first of the 437 NATIONALLY ADVERTISED APRIL ENGAGEMENTS from Coast-to-Coast for

U-I's Hilarious War Comedy!

Universal International

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 76 NEW YORK, U. S. A., THURSDAY, APRIL 19, 1951 TEN CENTS

MacArthur on Screens by Newsreels, TV

Theatre Video Will Cover New York's Welcome

As public interest reached a new pitch on the eve of General Douglas MacArthur's appearance before the joint session of Congress today, newsreels and large-screen TV-equipped theatres increased their plans to join radio and television in covering the event.

Of the 10 theatres already slated to bring MacArthur's speech to their audiences via TV, several now plan to televise New York's welcoming parade tomorrow. Newsreel companies are ready to process prints of the joint Congressional session with all possible speed and have them available for Friday's regular issue.

One theatre, the Orpheum in Los Angeles, has already had MacAr-

(*Continued on page 7*)

MacArthur on TV Real Competition To Coast Theatres

HOLLYWOOD, April 18.—With all 11 of California's television stations carrying pooled coverage of General MacArthur's triumphant arrival in San Francisco from Tokyo, last night, from seven o'clock to 11, theatre attendance throughout the state took its severest beating yet from television competition.

Los Angeles first-run theatre managers reported box-office business was

(*Continued on page 7*)

H. A. Nicholson in New Paramount Post

Howard A. Nicholson, Paramount's Dallas sales manager, has been promoted to Memphis branch manager, by A. W. Schwalberg, president of Paramount Film Distributing Corp. He will assume his new duties on Monday, succeeding Lindley W. McClintock who resigned.

Nicholson joined Paramount in 1933 in Oklahoma City. The only interruption in his 18 years of Paramount service came in 1944 when he entered the Armed Forces, remaining a year-and-a-half.

UA Sales Changes Give Waldman and Mullen N. Y. Posts

George Waldman, formerly Eagle Lion Classics Metropolitan district manager here, has been appointed United Artists New York sales manager, a newly-created post, it was announced yesterday by William J. Heineman, UA distribution vice-president, as the company continued to expand its sales structure in the wake of its purchase of ELC.

Waldman will be in charge of sales in Upstate New York, including Albany, and New Jersey, under Fred Meyers, New York Metropolitan district sales manager.

Eddie Mullen who has been serving as acting branch manager in UA's New York office has been appointed sales manager for Manhattan, Brooklyn and Long Island. The title of New York branch manager was last held by Abe Dickstein, who resigned

(*Continued on page 7*)

Hoffman Leaving WB Post May 1

I. J. Hoffman, Warner Theatres New England zone manager has resigned, effective May 1. "Decision to retire from his post came as a result of conferences with home office executives and was reached by mutual agreement with Warner Brothers," the company stated yesterday.

A Warner spokesman would not comment on reports that Hoffman and James Coston, Chicago - Milwaukee

(*Continued on page 6*)

To Show 'Caruso' on Road Show Basis

Robb & Rowley circuit officials will play M-G-M's "The Great Caruso," starring Mario Lanza, on a two-a-day, advanced admission price policy at their Arkansas Theatre, Little Rock, and in Corpus Christie, Tex., starting April 29. Admission scales will be advanced to $1 top.

The policy was adopted voluntarily, influenced by the success of Lanza's current concert tour. M-G-M's sales policy for the picture does not call for advanced admissions or a two-a-day schedule.

20th-Fox Sets Co-op Ads for 'Riviera'

A cooperative advertising campaign in which 20th Century-Fox will share 50-50 over and above the normal advertising budget of local theatres will begin at least two weeks in advance of a saturation Decoration Day opening of Danny Kaye's "On the Riviera" in 141 key and sub-key situations.

The company said yesterday that special studies of advertising and exploitation media in each spot will influence the decision to throw heavier weight on those outlets which produce the greatest results.

Meanwhile, an estimated 250,000 lines of newspaper advertising, plus

(*Continued on page 7*)

Rodgers Hits 'Pessimism' at AMPA Salute to Trade Press

Calling on the industry to declare "a moratorium on pessimism and to revert to our greatest asset—enthusiasm and confidence," William F. Rodgers, M-G-M distribution vice-president, gave the principal speech yesterday at the Associated Motion Picture Advertisers luncheon in tribute to the trade press.



William Rodgers

Urging unity within industry ranks, Rodgers said, "We have the ingredients for the greatest team-work that could ever be conceived in the business world and it is believed by many that these efforts can be marshalled together under COMPO for the general good of all."

Rodgers expressed his conviction that the trade papers, "who have been so important to our progress and have cooperated so effectively in all undertakings, will continue to lend their help to revive enthusiasm and discourage pessimism."

Harry K. McWilliams, AMPA president, introduced Si Seadler, M-G-M advertising manager, who was master-of-ceremonies. Trade press publishers and editors on the dais were: Jack Alicoate, *Film Daily;* Martin Quigley, Quigley Publications; Chick Lewis, *Showmen's Trade Review;* Jay Emanuel, Jay Emanuel Publications; Mort Sunshine, *The Independent,* James Jerauld, *Boxoffice,*

(*Continued on page 7*)

Cite COMPO War Role To Hold-outs

Cooperation With U. S. Is the Selling Point

Aware that the government soon will be turning to the industry for cooperation in the existing international emergency, those members of the Theatre Owners of America who are anxious to see a thriving, active Council of Motion Picture Organizations are campaigning for COMPO support from the 18 "hesitant" TOA units by emphasizing the need for the all-industry agency to function along the lines of the former War Activities Committee.

A high-placed TOA official reported this here yesterday, intimating that if the 18 join COMPO it will be primarily because they recognize the need for a united effort on the part of the industry if cooperation with the government is to succeed.

The theory behind the "war effort" approach in the intra-TOA endeavors

(*Continued on page 7*)

Misleading Surveys Depreciating Films Are Hit by Coyne

RICHMOND, Va., April 18.—Surveys that use the motion picture industry as a "whipping boy" to promote other media were criticised here today by Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, speaking before the directors of the Virginia Motion Picture Theatre Association.

These surveys, he stated, are slanted to depreciate the motion picture as a

(*Continued on page 6*)

Virginia, 11th TOA Unit, Ratifies COMPO

RICHMOND, Va., April 18.—The board of directors of the Motion Picture Theatre Owners of Virginia voted unanimously today to join the Council of Motion Picture Organizations. The board's action makes the Virginia organization the 11th affiliate of Theatre Owners of America to ratify COMPO.

The board also approved the designation of delegates to COMPO and urged its members to support COMPO financially. Morton Thal-

(*Continued on page 6*)

Personal Mention

GEORGE J. SCHAEFER, president of Stanley Kramer Distributing Co., originally scheduled to leave for Europe last Sunday, is due to leave for the Continent over the weekend, following a change of schedule.

•

LOWELL V. CALVERT, special Howard Hughes representative at the RKO Pictures home office here, has entered Lawrence Hospital in Bronxville, for a minor operation and is expected to be away from his office for about a month.

•

JEAN DE VESINS, an executive officer of the Union Generale Cineamatographique, is due to arrive here today from France at LaGuardia Airport for conferences with officials of Souvaine Selective Pictures, Inc.

•

MAURICE SILVERSTEIN, Loew's International's director for Latin America, is due to leave here tomorrow for Mexico City to establish new headquarters.

•

GRADWELL SEARS, United Artists vice-president, is due back at his desk here on Monday following a check-up at White Plains Hospital.

•

NORMAN BARNETT, vice-president of Barnett International, Inc., is slated to leave here tomorrow for Los Angeles, returning in two weeks.

•

JOHN C. DERVIN, sales manager for Stratford Picture Corp., has returned here from Boston and Chicago.

•

STAN LAUREL is due to arrive here today from Europe aboard the *S. S. Queen Elizabeth.*

•

F. J. A. MCCARTHY, Universal's Southern and Canadian sales manager, has returned here from Canada.

•

LEO MCCARTHY, Paramount producer-director, is due to leave Hollywood on a European trip shortly.

•

N. E. SAVINI, Astor's New York special representative, was in Atlanta from Dallas recently.

•

W. L. KREH, Republic Pictures special New York representative, recently visited the Atlanta branch.

•

LINDSEY JONES, Universal booker in Atlanta, will soon join the Army.

•

HAL B. WALLIS is here from the Coast for a two-week stay.

•

SAM DEMBOW has returned here from the Coast.

Daniel A. Peters, 77

HARTFORD, April 18.—Funeral services were held for Daniel A. Peters, 77, formerly owner of extensive theatre interests in the Bristol, Conn. area, who built Bristol's largest theatre, the Cameo, in 1927. Several years later, he sold out his theatre interests to Warner Brothers.

Tradewise . . .

By SHERWIN KANE

THE motion picture industry last year performed an invaluable public service through its participation in the first national campaign of the United Cerebral Palsy Associations. The industry is again being asked to aid in UCPA's 1951 campaign, which will be conducted throughout the month of May.

One of the greatest services members of the industry performed during last year's campaign was the dissemination to the public of informational and educational subject matter concerning the nature of cerebral palsy and the availability, however inadequate, of means of correcting it and restoring sufferers to normal lives.

The inadequacy of facilities for treating the cerebral palsied is, of course, the reason for UCPA's annual campaign. The public appeal and the funds derived therefrom are applied to the establishment and equipment of new treatment and training centers where they are most needed and in which cerebral palsy sufferers find their first hope of living useful lives.

•

The thousands of theatres that exhibited the Paramount trailer featuring Alan Ladd and William Demarest during last year's campaign, the many more that made UCPA literature available to their patrons, all helped to awaken the American public to the plight of more than a half million Americans, many of them children, who are cerebral palsy sufferers. Those theatres did much to help correct the popular misconception that the cerebral palsied are mentally handicapped and incapable of being cured or assisted.

The industry's informational and educational services in last year's campaign awakened hundreds of thousands to the truth that cerebral palsy can be an accident of birth, resulting in loss of muscular control and that, far from disabling the sufferer's mind, it is frequently present in persons of potentially superior mentality.

The industry's service, also, informed large segments of the public for the first time of the knowledge that has been gained of methods of correcting the infirmity and revealed the many actual instances of patients who had been benefited and restored to the work-a-day community, many having distinguished themselves thereafter in the arts, sciences and professions.

The participating theatres, too, made clear to the public the tragic inadequacy of the existing facilities for rescuing the innocent sufferers from the unnatural lives to which lack of funds and lack of public interest had sentenced them.

•

The result of this awakening of the American public to the plight of the cerebral palsied proved one more manifestation of the generosity and heart-warming sympathy of both the entertainment world and the enlightened American public. Contributions to carry on the merciful work of the UCPA came from every corner of the nation. Thousands of showmen and artists helped materially, inspired by the untiring efforts of such contemporaries of theirs as Leonard Goldenson, UCPA president and president of United Paramount Theatres; Earl Hudson, president of United Detroit Theatres and a director of UCPA; Bob Hope, Kate Smith and others of the show world too numerous to mention here.

Many earnest, conscientious exhibitors, prevented by special events of other kinds from scheduling UCPA benefits during the campaign month last year, actually held them long after the campaign had officially closed, contributing nonetheless to the overall encouraging results.

•

It is to be hoped that with last year's auspicious beginning, American showmen will see fit to do their utmost to help make UCPA's 1951 campaign next month an assured success.

They can do so by raising their sights a bit over last year's accomplishments. And let those who did not participate last year, give thought to this humane, community service this year.

The Technicolor subject for the campaign, "The House on Anystreet," made at the Paramount studios with Cecil B. DeMille as narrator, is being distributed by National Screen Service. Due to the necessary limitation on color printing, a pattern of territorial release of the three-minute subject has had to be established. Regional UCPA campaign chairmen can advise you of the exhibition plan for your territory.

Oboler Plans Two Films Each Year

Full of plans to continue independent production on a two-a-year schedule, Arch Oboler is here from the Coast for the bow of his first independent venture, "Five," at the new Holiday Theatre on Tuesday. Shooting on the next film, "Male and Female," starring Mercedes McCambridge, will start in about three weeks, he said.

No distribution outlet has been set for future Arch Oboler product, the producer-writer-director said. While in New York he will confer with Columbia, which is releasing "Five," and United Artists, on distribution pacts. He was schedule to meet with Arthur Krim, UA president, yesterday and with Columbia executives today.

His Future Plans

Oboler said he will continue to produce "at a cost in line with today's market" and that he will also, as in "Five," do most shooting on location. Future films will be in color, he said, and he will use the new Eastman monopack color process. Oboler sees television as eventually motion pictures' "second run" and he is convinced that color will be imperative as TV switches from black-and-white to color.

The former radio writer sees a bright future for independent producers—"the catalysts of the industry"—providing they don't try to ape the big producers and keep their sights on the unusual picture for which present audiences are shopping. He said financing is easier since some recent independent ventures have proven to be real money-makers. The banks also feel that the potential television market for films has reduced the risk of backing independents; a foreclosed film can net a return from TV, he said.

5 States Focus on 'F. B. I.' Premiere

PITTSBURGH, April 18.—Attention of five nearby states is focused on the world premiere of Warner's "I Was A Communist for the F. B. I.," starring Frank Lovejoy and Dorothy Hart, scheduled to take place at the Stanley Theatre here tomorrow night. The activities of Matt Cvetic as an undercover agent for the F. B. I. centered in this area where he was instrumental in breaking up Communist cells.

Press Coverage

Newspaper and radio representatives from the surrounding states have been invited to cover the premiere activities. Cvetic will be honored at City Hall. During his personal appearance tour of cities in this area where the picture has been set to play in over 200 theatres within the next 10 days, Cvetic has been the recipient of many awards from various national organizations, including the Veterans of Foreign Wars, American Legion, and Rotary, Lions and Kiwanis groups.

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No one holds a candle to Joan

...when Joan is carrying the torch!



'Goodbye My Fancy' was their password for Hello, lover!

JOAN CRAWFORD ROBERT YOUNG FRANK LOVEJOY

(the lovable Sergeant of 'Breakthrough')

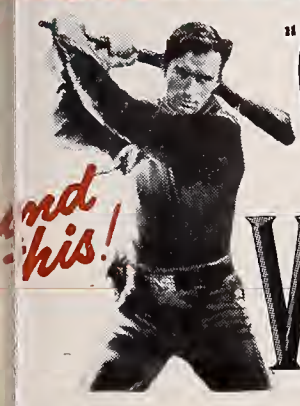
"GOODBYE, MY FANCY"

with EVE ARDEN DIRECTED BY VINCENT SHERMAN PRODUCED BY HENRY BLANKE

Screen Play by Ivan Goff and Ben Roberts

A BIG-TIME SEND-OFF FOR A BIG-TIME ATTRACTION! WATCH LOS ANGELES STARTING IN MAY FOR THE START OF A NEW NATIONWIDE SUCCESS STORY!

No one holds a candle to Warners ...when Warners deliver like this!



and this! "ONLY THE VALIANT"

A WILLIAM CAGNEY PRODUCTION

and this! "I WAS A COMMUNIST FOR THE F.B.I."



and this! "ALONG THE GREAT DIVIDE"



FOUR in a row!

Racking up top grosses from coast to coast!

VALENTINO

An EDWARD SMALL Production

COLOR BY TECHNICOLOR

starring

ELEANOR PARKER
ANTHONY DEXTER

with Richard Carlson · Patricia Medina · Joseph Calleia · Written by George Bruce

Produced by EDWARD SMALL · Associate of Producer—Jan Grippo · Directed by LEWIS ALLEN

The big winner...and still box-office champion!

BORN YESTERDAY

starring

Judy HOLLIDAY · William HOLDEN · Broderick CRAWFORD

Screen Play by Albert Mannheimer · Produced by S. SYLVAN SIMON

Directed by GEORGE CUKOR · Based on the Stage Play by GARSON KANIN

"BEST ACTRESS!"

First dates now playing...watch that business!

ROBERT ROSSEN'S Production of

THE BRAVE BULLS

with MEL FERRER · Anthony Quinn · Eugene Iglesias · José Torvay

and introducing MIROSLAVA · Screen Play by John Bright

Charlita · Based upon the novel by Tom Lea · Produced and Directed by ROBERT ROSSEN

This spring's BIG color western! Available now!

RANDOLPH SCOTT

COLOR BY TECHNICOLOR

SANTA FE

with JANIS CARTER

Jerome Courtland · Peter Thompson · John Archer · Warner Anderson

Screen Play by Kenneth Gamet · Based upon a novel by James Marshall and a story by Louis Stevens · A SCOTT-BROWN Production

Produced by HARRY JOE BROWN · Directed by IRVING PICHEL

"We'll buy those four!"



Remember the story of the guy
diving from the tower into the cup of water?
"But what," they asked him, "do you do for an encore?"

We're not worried about our encore. For July, Bogart in "Sirocco"!
For August, Sidney (Jolson Story) Buchman's "Saturday's Hero".
All this in 1951...and Stanley Kramer, too...

from Columbia!

TV Rules on College Football Due Soon

Washington, April 18. — Rules for televising college football games next fall may be announced here tomorrow by the National Collegiate Athletic Association's television committee.

The committee huddled on the question all day today, and finally announced there might be a press release late tomorrow, after further sessions and after a meeting with Justice Department anti-trust chief H. Graham Morison and other anti-trust officials.

Urges TV to Use Government Films

Television was urged to make use of film shot by the government's Armed Forces by Charles E. Dillon, chief of the radio and television branch of the Office of Public Information, U. S. Department of Defense, at a luncheon given here yesterday by the American Television Society. He said the films, long used by the motion picture industry, were equally available for video.

David Halpern, president of the Society, presided at the luncheon.

Garfield to Head Goldwyn Publicity

The appointment of Sid Garfield as Eastern publicity director of Samuel Goldwyn Productions was announced here by James A. Mulvey, president. Martin Davis, who has been acting advertising-publicity head since last November, remains as assistant director.

Hoffman Leaving

(*Continued from page* 1)

zone manager, both resigned because of the collapse of a plan whereby a syndicate of WB zone managers would have taken over theatres from the company under its divorcement program. Coston's resignation was announced on Tuesday.

Hoffman entered the business in 1911 with his brother Barnard in Hoffman Brothers Theatrical Enterprises, consisting at the time of 24 theatres. Hoffman sold out to Warner in 1929 and became its New England zone manager.

The company said yesterday that his successor will be appointed "in a few days."

Coston Will Renew Theatre Activity

CHICAGO, April 18.—James Coston, veteran exhibitor who has resigned as Chicago-Milwaukee zone manager for Warner Theatres, is planning to devote the major portion of his time hereafter to theatre operations, it was reported today.

It is expected that he will acquire for his own operation the Berkley here, a theatre which he owns but has leased to Warner over a number of years. Additionally, Coston is in partnership with Ted R. Gamble in theatre properties in the Milwaukee area, and has a number of other business interests.

Review

"I Was A Communist for the F.B.I."

(Warner Brothers)

A THORN adding to the dismayed annoyance of Communists here is the knowledge that within the inner circle of the party are agents of the F.B.I. Some time ago such an agent, Matt Cvetic, described his experiences in the pages of the *Saturday Evening Post*. They now form the basis of this Warner Brothers film.

There is a happy appropriateness to the film. At a time when the House Un-American Activities Committee is exposing Communist infiltration in isolated segments of the industry, the picture shows where the industry as a whole stands on the question. It will at once dissipate unfortunate impressions that may have been carelessly formed about the industry and at the same time enlighten the film-going public on the nature of home-grown Communism. In vigorous and dramatic strokes the picture shows how the Communists invade the labor movement only to defile it for sinister ends. It shows how, when strategy dictates, they indulge in religious bigotry and physical terror. Indeed, it outlines the whole catalogue of Communist crimes—moral, intellectual and social.

Frank Lovejoy portrays the focal role as the F.B.I. agent. Pledged to secrecy in his undercover work, he dares not tell even his family, and as a result becomes the object of contempt and villification. His anguish deepens when even his son, Ron Hagerthy, turns against him. But Lovejoy carries on his masquerade as a party functionary and continues to supply the F.B.I. with the facts. Finally, Lovejoy gets the chance to vindicate himself by a surprise testimony before the Un-American Activities Committee.

Patrons will recognize a lot of occurrences as coming right out of the newspaper headlines. In making the picture, producer Bryan Foy has not neglected those ingredients which can be translated into box-office dollars. As a result there is a frequent stress on melodramatics.

One of the saddest human dramas of our times is the entrance into the Communist Party of well-meaning but politically illiterate individuals who must learn the hard way the meaning of Communism. Such an individual is played by Dorothy Hart. When finally the stench of party hypocrisy reaches her nostrils she tries to disaffiliate. The assassination attempts on her life provide some of the film's more exciting moments of flight and chase. Miss Hart also supplies the love angle with Lovejoy.

George Douglas directed, from the screenplay by Crane Wilbur.

Running time, 83 minutes. General audience classification. Release date, May 5.

MANDEL HERBSTMAN

Essaness Refuses to Join Drive-in Group

CHICAGO, April 18.—First signs of disunity among Chicago area drive-in theatres who banded together recently in a mutual aid association, was seen today by an emphatic Essaness announcement that none of its three drive-ins belong to the association. The association is seeking to establish admission prices and playing time.

Louis Jelinek, owner of the Ski-Hi Drive-In and spokesman for the group, said that there really was no association formed since there was no charter or officers involved. He described the association as a group of businessmen who banded together for mutual aid and assistance and said any drive-in could leave the group at any time.

'Queen' to Open in 15 Major Circuits

Fifteen circuits, Coast-to-Coast, will open key engagements of United Artists' "Queen for a Day" during this month and May to set off a barrage of saturation dates on the Robert Stillman production, it was announced yesterday by William J. Heineman, UA distribution vice president.

Initial list of key circuit dates includes Loew's, Warner, RKO, Lucas and Jenkins, United Artists, Shea, Interstate, Twentieth Century, Minnesota Amusement, Wometco, Fox Intermountain, J. J. Parker, Westland, New England Theatres and Kincey Circuits.

Stern on New Show

Bill Stern, NBC sports director, has started a new Monday-through-Friday program, "Spotlight on Sports" over WNBC and the NBC network.

Griffith Challenges Trust Suit Costs

OKLAHOMA CITY, April 18.—Informal hearings are scheduled before Judge Edgar S. Vaught Friday in Federal district court on the objections of Griffith Amusement Co. to pay costs of $30,974.49 in the anti-trust suit recently concluded here.

The cost includes more than $12,000 incurred by the government in appealing the case to the U. S. Supreme Court. Vaught found Griffith and other defendants innocent but the High Court reversed him.

Assistant attorney-general Milton A. Kallis is here from Washington.

Virginia MPTA

(*Continued from page* 1)

himer presided at the meeting in the absence of William F. Crockett, president. Robert W. Coyne, COMPO special counsel, addressed the meeting which was held in the board room of Neighborhood Theatres headquarters here.

The board also decided that the summer meeting of the Virginia organization will be held at the Jefferson Hotel here on June 19-20. J. H. Groh, Broadway Drive-in, will be chairman of the convention arrangements, heading a committee composed of the following: George Peters, Loew's Theatre, Seymour Hoffman, District Theatres, and Carlton Duffus, executive secretary of the Virginia MPTA.

Reisman Report Denied

Reports that Phil Reisman, Jr., who resigned recently as editorial manager for RKO-Pathe, would join March of Time in a similar capacity were denied by Reisman yesterday.

NEWS in Brief . . .

LEONARD GOLDENSON, president of United Paramount Theatres, will be a guest speaker at the Hotel Theresa here tomorrow on behalf of the Harlem community-wide fund-raising drive for the Cerebral Palsy Society of New York.

•

SAN FRANCISCO, April 18.—William Loeb, who has been manager of the San Francisco office of the Music Corporation of America, has been transferred to the Los Angeles office of the organization. There, he will be head of the act department for the entire West Coast. Don Mulford succeeded him in the San Francisco office.

•

A Technicolor version of Charles Dickens' "A Christmas Carol" has been scheduled for production by Renown Pictures, it was announced here. It will go before the cameras during the latter part of May.

•

MEMPHIS, April 18.—Fire of unknown origin gutted the interior of the Peabody theatre here today. David Flex of Flexer Theatres, Inc., owner of the Peabody, said the damage would run into thousands of dollars.

Agar Opens in Chicago

CHICAGO, April 18.—John Agar, after a successful break-in at the Olympia, Miami, begins a two-week stand at the Oriental here tomorrow, sharing the bill with Mindy Carson and Will Mahoney. The Selznick player was voted life membership in the Quill Club, honorary journalism group of Miami University, and given a special citation for interpreting American youth in "Breakthrough," "Sands of Iwo Jima" and "She Wore a Yellow Ribbon."

Misleading Surveys

(*Continued from page* 1)

receding form of entertainment. He added that the industry suffers for lack of adequate scientific survey material with which to combat these allegations.

Coyne outlined the needs and objectives of COMPO as "a long range program for protection, progress and public service for the industry." He said that in these three objectives were encompassed virtually all industry needs, but that each had many facets.

"Protection," he declared, "embraces a wide field. It means assisting exhibitor and other groups in combatting discriminatory taxation and other unfair legislation, as well as combatting criticism, correcting misinformation and projecting a constructive view of the industry in the public mind.

"Protection also involves the amassing of industry facts so that trends in our business can be identified and treated. There cannot be true industry progress if we do not know the true facts and get out of the realm of speculation and conjecture."

Coyne explained the coming COMPO boxoffice drive, starmakers contest and industry exposition as good examples of constructive effort planned by the all-industry agency.

"Through COMPO," he said, "all industry segments will share the load of industry responsibility."

U.S. Allocates Acid For Cellulose Film

WASHINGTON, April 18.—The National Production Authority today put Sulfuric acid under a limited government allocation. The acid is used in the making of cellulose film.

At the same time, the NPA announced it is conducting a survey of all branches of the chemical industry to measure production capacity, the need for raw materials, and end-uses. Included in the list of chemicals being surveyed are many used in various branches of the film industry.

Under the sulfuric acid order, specifice NPA authorization is needed to deliver or use the chemical in 11 Western states, including California. Purchasers in all states must certify to suppliers the end-uses to which the chemical will be put, and suppliers must report to the NPA all deliveries and end-uses. Purchasers of 60 tons a month are exempted. Makers of cellulose film are major users of the acid.

MacArthur

(*Continued from page* 1)

thur's arrival in San Francisco on its screen through television and current newsreels have devoted their entire footage to the MacArthur affair.

Theatres planning to carry the New York parade, or that part of it from 12:45 P.M. to 1:15 P.M., are Fabian's Fox in Brooklyn and Palace in Albany; Century's Marine in Brooklyn; RKO's Fordham in the Bronx; Comerford's Capitol in Binghamton and Balaban and Katz's State-Lake in Chicago.

Others which are carrying the Washington appearance and which may still decide to also cover the New York events are the New York Paramount and United Paramount's Michigan in Detroit and Radio City in Minneapolis.

The New York Paramount, which uses Paramount equipment by which the telecast is recorded on film before projection, will supply a print to the Brooklyn Paramount for showing in the evening.

MacArthur on TV

(*Continued from page* 1)

off between 10 and 25 per cent, with the downtown areas hit by the sharpest decline due to the decrease in pedestrian traffic. The only house reporting a gain was Sherrill Corwin's Orpheum, which picked up sections of the telecast on its big-screen RCA television equipment.

Pooled coverage, sponsored by the Richfield Oil Corp., represented the combined resources of personnel and equipment of all 11 California telecasters, with 25 TV cameras spotted at vantage points throughout the San Francisco area.

AMPA Salute

(*Continued from page* 1)

and M. Wax, *Film Bulletin*. Abel Green, *Variety*, was unable to attend.

Also present on the dais were Ned Depinet, president of RKO Pictures; Arthur Mayer, executive vice-president COMPO; Steve Broidy, Monogram-Allied Artists president, and AMPA officers Hap Hadley, Marjorie Harker and Lige Brien.

'No Communism Noted in Pictures,' DAR Reports

WASHINGTON, April 18.—State film committees of the Daughters of the American Revolution have unanimously reported that there is "no communism noted in pictures," the DAR 60th Continental Congress was told today.

This was the highlight of a report of the DAR motion picture committee delivered by national chairman Mrs. William P. Settlemayer. She also declared that the state committees reported "a general tendency toward better pictures, with emphasis on finer photography, more beautiful colored films and better acting." Most of the criticisms received from the state groups are "too much crime, gangsterism, drinking, and too much emphasis on sex," Mrs. Settlemayer stated.

The report noted "a great increase in special matinees just for children," and said that "real cooperation between theatre managers and our chairmen is being established." Managers are also being urged to show more family-type films on Friday nights, the Congress was told.

Set Skouras Houses As Defense Centers

All Skouras theatres in New York City have become local recruiting centers for volunteers in Civilian Defense. During World War II Skouras Theatres Corp. originated a Civilian Defense mass education program in theatres.

At home office ceremonies here this week, Arthur Wallender, director of Civilan Defense operations in New York City inducted all Skouras managers for special duty. Company president George Skouras presided at the meeting.

Coast Women's Unit Gives Awards Today

LOS ANGELES, April 18.—Cecil B. DeMille, Spring Byington and Louis Calhern will receive the "Awards of Honor" annually bestowed by the Los Angeles district, California Federation of Women's Clubs at the unit's annual convention in Long Beach tomorrow.

DeMille will be cited for his production, "Samson and Delilah"; Miss Byington for her role in "Louisa," and Calhern for his in "The Magnificent Yankee."

Greek Relief Benefit

Mrs. Spyros P. Skouras, wife of the president of 20th Century-Fox, has been named chairman of the sponsoring committee of the New York Philharmonic Symphony Orchestra's benefit performance for the Greek War Relief Association of New York. The performance will be held on May 2 at Carnegie Hall here with the proceeds going to the Queen's Fund for Orphan Children of Greece and needy students who wish to attend Athens College. Mrs. Skouras is holding a tea at the Hotel Plaza today for members of the committee who are working on plans for the affair.

'Fabiola' to Bow in N.O.

United Artists' "Fabiola" will have its world premiere in New Orleans on May 9 at the Joy Theatre, it was announced here yesterday.

'SPARS' in Buildup For Republic Film

An extensive build-up on Republic's "Fighting Coast Guard," costarring Brian Donlevy, Forrest Tucker and Ella Raines, will get under way at the second annual reunion of the Coast Guard Women's Reserve in New York this weekend. The convention, to be held at the Astor Hotel, with 1,000 "SPARS" attending, will be highlighted by the personal appearance of the three stars.

On Saturday, "Fighting Coast Guard" will be screened for the delegates at the Bijou Theatre. In the evening there will be a dinner in the Astor, with Donlevy presiding.

Representatives of the press will meet the stars on Monday at the Essex House. Herbert J. Yates, president of Republic, and Admiral Louis B. Olson of the Coast Guard, will be hosts to the stars, press and officers of the Coast Guard and other services.

COMPO War Role

(*Continued from page* 1)

to bring the 18 into COMPO is that as cooperation with the government progresses the now hesitant units will come to find their apprehensions toward COMPO dissolving. The first bid from the government is due to come in the fall with the shaping of plans for a new U. S. savings bond drive.

20th Co-op Ads

(*Continued from page* 1)

10,000 radio spot announcements, more than 1,500,000 heralds, 100,000 window cards and 65,000 poster sheets will be expended in a national point-of-sale campaign.

Discourage Theatre Building in Canada

Ottawa, April 18. — Any hopes which remained that exhibitors in Canada might still be able to get steel for the construction or alteration of theatres are now disappearing.

Defense Production Minister Howe declared "the situation is such that if any one has any doubts about starting a project, I would urge him not to start it, and even if he is firm about starting, I would urge him to reconsider."

Two More Leave Canadian Odeon

TORONTO, April 18.—Clare Appel, Odeon Theatres, Ltd., Eastern division manager, and Harry S. Dann, supervisor of theatres in Western Ontario and Hamilton have announced their resignations. Both joined Canadian Odeon 10 years ago.

The resignations follow a succession of others announced recently.

UA Sales Changes

(*Continued from page* 1)

recently, and there probably will be no such title under the new Metropolitan executive setup.

The post of New York office manager goes to Myron Starr, who replaces Pat Marcone, resigned.

Mannie A. Brown, who has been manager of ELC branches in Buffalo and Albany, and 10 members of the Buffalo exchange staff are scheduled to leave ELC on April 28, the date when the sale of UA's purchase of the former will become effective, it is reported from Buffalo. None will go over to UA, it is indicated.

James Velde, formerly ELC Detroit branch manager, whose appointment as UA Western district manager was announced earlier, succeeds the veteran W. E. Callaway.

All appointments will be effective on April 30.



"Should reap a tidy profit!"—Daily Variety

THE CHARGE Sabers flash as the Texas Dragoons roar into battle!



THE ATTACK Men and women brace for the final rush!



THE KISS Indian hordes cannot keep them apart!



THE HOSTAGE Geronimo, chief of the savage Apaches, is prisoner of the white men.



THE BATTLE As the defenders of the outpost fight a great frontier action!



THE RESCUE Arrows scream through the wagon trains and women wait for the worst!



Scene after scene

is proof on the screen that PARAMOUNT makes the biggest adventure pictures and one of the biggest is

THE LAST OUTPOST

starring

RONALD REAGAN

RHONDA FLEMING



Color by TECHNICOLOR

with

BRUCE BENNETT · BILL WILLIAMS

NOAH BEERY · PETER HANSON

Directed by LEWIS R. FOSTER

Written for the Screen by Geoffrey Homes— George Worthing Yates and Winston Miller

Produced by William H. Pine and William C. Thomas

May's the month of Paramount action! This *plus* Alan Ladd in "Appointment With Danger"!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 77 NEW YORK, U. S. A., FRIDAY, APRIL 20, 1951 TEN CENTS

ELC Leases Unburdened Without Loss

MacMillen, Young Slated For New Posts at Pathe

Eagle Lion Classics is succeeding in disposing rapidly of its leases to its office and storage space in 25 cities, and present indications are that Pathe Industries, the parent company, will sustain little, if any, financial loss from leases following the sale of ELC to United Artists. The sale, to be finalized April 28, did not include physical assets, with the exception of films.

Progress in disposing of ELC home office and exchange leases was reported here yesterday by William C. MacMillen, Jr., who has been ELC president, and who is scheduled to be elected president of Pathe Industries at the board meeting which will be held immediately following the meeting of Pathe stockholders in Cleveland next Wednesday. Kenneth M. Young, present Pathe president, is expected to become board chairman.

Ten of ELC's 25 exchange leases expire this year and therefore posed

(*Continued on page* 4)

Goldman, Schwartz, Imhof Move to UA

Realignments and appointments in United Artists' Mid-West, Mid-Continent, Eastern and Southern districts were announced here yesterday by William J. Heineman, distribution vice-president, in line with the sales expansion which has been taking place within UA since disclosure last week of the company's purchase of Eagle Lion Classics.

In the Mid-West district, Harry Goldman, formerly ELC Chicago branch manager, will move over to

(*Continued on page* 4)

One Charity Drive For East Proposed

A proposal for the coordination of all motion picture charity drives in the East is offered by Jack Cohn, Columbia executive vice-president, who suggests the creation of a Community Chest, similar to the one in Los Angeles for show people, which will have one annual drive, conducted in the motion picture and allied indus-

(*Continued on page* 6)

COMPO Seminar Off Until June 11

Hollywood, April 19. — The seminar for exhibitors and producers, scheduled to be held here during May under the auspices of the Council of Motion Picture Organizations, has been postponed until June 11, it was announced at last night's meeting of the Motion Picture Industry Council.

MacArthur Speech Gets Top Spot in Theatres, TV, Radio

Theatres joined television and radio in giving yesterday's Congressional appearance of General Douglas MacArthur one of the greatest spot coverages in history, with the majority of theatre TV-equipped houses throughout the nation carrying the event in full on their screens.

Newsreel cameras were on the Washington scene in record numbers and all five newsreel companies will

(*Continued on page* 5)

$2,966,000 Profit For UPT in First Quarter of 1951

United Paramount Theatres, in its report for the first quarter of 1951 yesterday announced estimated consolidated earnings, after taxes, of $2,791,000 and a share of undistributed earnings of partly owned nonconsolidated companies of $175,000, or a total of $2,966,000.

This compares with estimated consolidated earnings of $3,193,000 and a share of undistributed earnings of $670,000, or a total of $3,863,000 for the first quarter of 1950, the report by president Leonard Goldenson said.

Estimated consolidated earnings, including capital gains, amounted to 86

(*Continued on page* 6)

Feinstein in WB New England Post

Harry Feinstein, buyer and booker for Warner houses in the Pittsburgh zone, has been appointed zone manager for Warner-New England Theatres by Harry M. Kalmine, president and general manager of Warner Brothers Theatres. Feinstein will succeed I. J. Hoffman, who resigned this week as

(*Continued on page* 6)

Warner's Anti-Red Film Is Timely and Hard-Hitting

WITH sharp timeliness Warner Brothers Pictures makes available this week to the theatres of the nation a hard hitting subject dealing with the Communist conspiracy under the title, "I Was a Communist for the F.B.I."

The timeliness of this picture is sharply emphasized against the current disclosures of Communistic activities on the part of some Hollywood people which have been brought out in the Un-American Activities Committee hearings in Washington.

These disclosures are inevitably disquieting to the American public which right now is in no mood lightly to excuse the kind of Red penetration which took place in Hollywood and about which too little indeed was done.

THE one fatal danger to which the motion picture was exposed was Red coloring of the picture itself. As is now well known nothing of this kind was allowed to take place. There may have been some lack of watchfulness about employee loyalty in the studio—fostered by ideological confusions which were quite general not only with the public but in government as well and by no means confined to Hollywood. But there was no lack of watchfulness about what went on the screen.

The organized industry is this time avoiding the silly adventures

(*Continued on page 5*)

NCAA Desires Maximum Use Of Theatre TV

Telecasting of Games On Home Sets Limited

WASHINGTON, April 19. — The nation's colleges will encourage "maximum use" of theatre television for this fall's football games, according to Tom Hamilton, chairman of the television committee of the National Collegiate Athletic Association.

Hamilton made this statement at the conclusion of a two-day session of the committee here. Committee members today had lengthy discussions of the theatre TV outlook with Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, and Nathan Halpern, television consultant for Fabian Theatres.

The committee adopted a program sharply restricting "live" television of Saturday afternoon football games this fall as far as home sets are concerned, but the committee also decided, Hamilton said, to "give every encouragement" to such developments as theatre

(*Continued on page* 6)

50 Telecasters to Produce Own Films

CHICAGO, April 19.—Representatives of 50 TV stations, here for the convention of the National Association of Radio and Television Broadcasters have formed Consolidated Television Broadcasters, Inc., to produce films for TV.

Each of the 50 stations, one in each major market, will pay $24,000 for a revolving fund to finance production. Writers, directors, and actors will work under a percentage-royalty plan similar to the ASCAP payoff for

(*Continued on page* 6)

Industry Leaders At JDA Rally

The work of the Anti-Defamation League of B'nai B'rith and the American Jewish Committee in combating racial and religious prejudice was underscored with graphic reference by several film industry leaders at a luncheon given by the amusement division of the Joint Defense Appeal at the Hotel Astor here yesterday. The

(*Continued on page* 6)

Personal Mention

MOREY GOLDSTEIN, Monogram and Allied Artists general sales manager, is scheduled to leave here Monday for Colorado Springs where he will preside at a Western regional meeting on April 27-28.

•

LEO HORSTER, M-G-M representative in Germany, and MRS. HORSTER will leave here today aboard a Royal Dutch Airliner for Berlin, accompanied by HERBERT TISCHENDORF, German film executive and MRS. TISCHENDORF.

•

JACK HARRIS, head film buyer for Walter Reade Theatres, and MRS. HARRIS are due to return here Monday from Miami Beach, Fla.

•

JOSEPH STEINER, president of Broadcast Pictures, is scheduled to leave New York for the Coast over the weekend and will return in a week.

•

OLIN H. CLARK, M-G-M's Eastern story head, returned here yesterday from a vacation at Pinehurst, N. C.

•

EDWIN H. KNOPF, M-G-M producer, is due to sail from here on May 5 for Europe.

•

JERRY FAIRBANKS, producer, piloting his own plane, is on a nationwide tour of video stations.

•

SIDNEY BOX, British film producer, will sail from here for Europe today aboard the *S.S. Queen Elizabeth*.

•

WALTER WANGER has arrived here from the Coast.

•

JULES LEVEY, producer, is due to leave here today for Hollywood.

MPEA Board Meets With John McCarthy

Motion Picture Export Association board members met with John G. McCarthy, head of the MPAA international division, yesterday on the eve of his departure for Europe. McCarthy gave the foreign distribution chiefs a roundup on the situation in a dozen countries and mapped his itinerary for his European trip.

McCarthy said that he expects action by the Italian government on terms of a proposed film pact before May 15. He also reported on aspects of distribution in Germany, Israel, and the Scandinavian countries.

Brilant Leaves RKO

Arthur M. Brilant, RKO Pictures publicist for the past 12 years, has resigned, effective today, and will enter the packaged food field, heading his own marketing organization, with headquarters in New York. For the past six years, Brilant has headed RKO Pictures' special services division with supervision over national newspaper features, tie-ups, radio scripts and special field exploitation material.

Triple Appeal on Allentown Action

PHILADELPHIA, April 19.—Appeals were filed by all parties in U.S. Circuit Court here on Federal Judge William J. Kirkpatrick's ruling of last November awarding first-run privileges to the Boulevard Drive-in Theatre at Allentown. Plaintiff David E. Milgram, owner of the Boulevard, filed an appeal to recover attorney's fees of $25,000 from eight distributor defendants. The latter's appeal asks for a review of the District Court decision and elimination of the injunctive relief granting the Boulevard the first-run status. A third appeal was filed on behalf of several intervening defendants representing first-run indoor houses in and around Allentown, the interveners being the Hamilton Street Realty Co., Embassy Corp. of Allentown, Max Korr Enterprises and the College Theatre Amusement Co. They disputed the decision which they said permitted the seasonal drive-in to "skim the cream" of first-run product by outbidding them during its most profitable season. Thus it is claimed the all-year indoor houses lose the protection to which they are entitled as regular customers of the distributors. Hearings on the appeals have been scheduled for June 4.

Mass. License Rules In Judicial Test

BOSTON, April 19.—Three Massachusetts theatre owners have filed a bill in equity in Suffolk County Superior Court naming the commissioner of public safety as respondent, complaining that certain rules and regulations issued by his office are arbitrary, oppressive and illegally made a condition of licenses to theatres. Complainants are the Community Playhouse of Wellesley, Flint Theatre Co. of Fall River, and Telepix, Inc., of Boston.

Ray Feeley, an executive of Independent Exhibitors, Inc., stated that the action was a friendly one brought to clarify legal questions which had arisen with regard to some of these regulations in the belief that if they had ever had any validity that they were now obsolete because of developments in the past several years.

To Review Bingo Issue

BUFFALO, April 19.—Justice Joseph A. Wechter, State Supreme Court, has continued until May 2 the temporary stay of revocation of the theatre license of the Old Vienna Theatre, referring the bingo-playing issue to the appelate division in Rochester for review. As a result of his action, the Old Vienna may continue to operate without interruption until May 2 at which time another petition may be filed with the appelate court.

Bernstein in New Post

Abe Bernstein, who has been M-G-M press representative in Cleveland and Indianapolis for the past several months, is being transferred to Albany and Buffalo, starting Monday. E. M. Pearson will take over the Ohio-Indiana assignment, it was announced here.

Chicago Goodwill Bid to the Press

Chicago, April 19.—Latest move of Allied of Illinois to improve conditions here will be a luncheon on April 26 for Chicago film critics, columnists, and press. Purpose of the luncheon is to promote goodwill for local theatres and the industry in general, reports Jack Clark, chairman of Allied's promotional campaign.

Reports Abundance Of Good Films

WASHINGTON, April 19.—The motion picture preview committee of the General Federation of Women's Clubs, which appraises films for the theatre-going guidance of its 11,000,000 members, recommended 122 films released in this country during the last 10 months. The committee's evaluations are based on the artistic and entertainment merits of each film and/or on its social values.

Forty-one of the 122 were awarded the committee's double-star ratings, denoting pictures of exceptional merit. Single stars were accorded to an additional 37.

"That 122 films have met with the committee's high critical standards indicates that an average of 12 movies shown on American screens each month were worth seeing—and that at least seven of these 12 were well worth seeing," said the Federation.

"In the committee's opinion, the substantial number and variety of good motion pictures released during this period lends credence to the film industry's claim that there is no shortage of good movies," it was stated.

Latta, ABPC Head, Here from Abroad

C. J. Latta, managing director of Associated British Pictures, arrived here from England yesterday on the *S.S. Queen Elizabeth* to confer with Steve Broidy, president of Allied Artists, and Norton V. Ritchey, president of Monogram International and other company executives regarding the handling of forthcoming Associated British Pictures being made under a joint production-distribution deal. Broidy, who was at the pier to meet Latta, said he expected the first of the joint projects to be completed in June.

Warner Brothers has an interest in ABPC and while here Latta will confer with Warner home office executives.

Ceylon Envoy Lauds Role of Industry

HOLLYWOOD, April 19.—American films are "the outstanding force working to cement bonds between nations," C. G. S. Corea, Ceylon Ambassador to the U. S., declared today at luncheon in his honor presided over by Y. Frank Freeman, Association of Motion Picture Producers board chairman.

ExpandUSNewsreels In Near, Far East

In a move to expand newsreel distribution in the Near East and Far East, America's five major newsreel companies will soon supply commentary in the languages and dialects of the countries in those areas. This was disclosed here yesterday following a recent meeting of the Motion Picture Association of America's newsreel committee, of which Walton C. Ament, vice-president and general manager of Warner Pathe News, is chairman.

While American newsreels are now regularly shown in many of these countries, their circulation and popular acceptance have been limited by the fact that the reels supplied are largely in English or French versions, it was said.

Aid Cause of Freedom

"Because American newsreels are recognized as one of the most potent instrumentalities in the field of mass communication for conveying the day-to-day events that make up the history of our time, it is felt that the issuance of the reels in multi-lingual versions will also aid the cause of the free nations," said an MPAA statement.

It is expected that with the vernacular soundtracks American newsreels will be viewed by millions of additional filmgoers.

'I Was A Communist' Bows in Pittsburgh

PITTSBURGH, April 19. — A world premiere, with all the frills given in a Hollywood setting, was served up for Warner Brothers' "I Was A Communist for the F.B.I.," which was launched at the Stanley Theatre here tonight.

Following a city hall reception, a street parade was held. Among those present were Matt Cvetic, upon whose exploits the story was based, Mort Blumenstock, Warners' vice-president in charge of advertising, Louis Feldman, state commander of the Veterans of Foreign Wars and Governor Theodore R. McKeldon of Maryland.

NEW YORK THEATRES

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"Brilliant!" —DAILY VARIETY

"Gripping, excellent, exciting. Exceptional prospects!" —SHOWMEN'S TRADE REVIEW

"Tense... very capable job!" —MP DAILY

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THE SCARF

JOSEPH JUSTMAN presents
JOHN IRELAND • MERCEDES McCAMBRIDGE • EMLYN WILLIAMS
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from a story by I. G. Goldsmith and E. A. Rolfe
Associate Producer ANTHONY Z. LANDI • Released thru United Artists

All the material for great returns thru UA

Move to UA

(Continued from page 1)

UA in the same capacity, replacing Harry Walders, resigned.

Joseph Imhof, formerly ELC Milwaukee branch manager, will assume a corresponding capacity with UA, succeeding C. J. Chouinard who has been named sales representative.

Abbott Schwartz has been named branch manager of the Minneapolis exchange, moving over from the same post with ELC. He succeeds Ralph Cramblet, resigned.

Additions to UA's Mid-Continent district setup are: Martin Austin, former ELC branch manager, who joins as a salesman under branch manager Clarence Olson of the Denver exchange; Bernard McCarthy moves into the Kansas City exchange as salesman under William E. Truog, UA branch manager, and F. J. Lee, ELC branch manager for St. Louis, joins UA in a similar capacity, with John Kane, UA branch manager, taking the post of sales manager.

The Eastern district sees two changes in the Boston office with Harry Segal, ELC branch manager, moving over to UA in a similar capacity, replacing James L. Winn who has been ill for the past five months but who nevertheless will continue with UA on a leave-of-absence.

Irving Mendelsohn, UA's acting branch manager in Boston during Winn's illness, now assumes the post of sales manager for that office.

In the Central district, Mannie Brown, former ELC Buffalo branch manager, will join UA as sales representative along with Lou Leiser of ELC, under David Leff, UA branch manager in Buffalo.

Art Levy, ELC Pittsburgh branch manager, moves over to UA there as sales manager. M. Trautenberg will continue as UA branch manager in Pittsburgh.

Changes in the Southern district include the addition of Clarence York, ELC Oklahoma City branch manager, as UA Oklahoma representative working out of the Dallas exchange under T. E. Laird, UA branch manager. UA is without an Oklahoma City branch.

George Pabst becomes UA branch manager in New Orleans, moving over from a similar capacity in ELC, while J. S. Moreland, UA branch manager, has been shifted to the post of New Orleans sales manager.

Heineman said these are the final UA realignments and appointments.

Review

"On the Riviera"

(20th Century-Fox)

DANNY KAYE fans should be doubly pleased—for their favorite plays two roles in "On the Riviera." Kaye is seen as a dashing French flying hero who adores the ladies and as an American entertainer working French nightclubs. The picture, in Technicolor, has been given a gilt production frame. Also included are some very smart location shots.

Kaye brings his best entertainment efforts to bear. He flounces about with his customary vitality and at intervals breaks into contagious melodies. Sharing the billing with Kaye are some very charming ladies. Gene Tierney portrays the wife of Kaye the aviator, while Corinne Calvert portrays the sweetheart and dancing partner of Kaye the entertainer. "On the Riviera" is a top-ranking musical comedy which should do handsomely at the box-office.

In brief outline the story has Kaye the aviator and plane manufacturer leave his haunts on the Riviera to raise money in London for his factory. In the meantime it becomes vital that a business competitor not knowing of his absence. Thus, two of his business associates hire Kaye the entertainer to impersonate the aviator. Commercially the impersonation is a whopping success, but romantically . . . oh! The resulting complications are half-predictable but they come off quite successfully. There are times when Miss Tierney is not quite sure which Kaye is which, and there are times when Kaye the aviator is the mistaken recipient of Miss Calvert's wrath. The finale ties things up happily for all concerned. The songs, fashioned by Sylvia Fine, are bright and imaginative. In the course of his chores Kaye comes up with passing takeoffs on Jimmy Durante, Sir Harry Lauder and Carmen Miranda. Producer Sol C. Siegel did not scrimp on his delightful production. Walter Lang directed, from the screenplay by Valentine Davies and Phoebe and Henry Ephron.

Running time, 90 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

ELC Leases

(Continued from page 1)

no problem, MacMillen said. There being a sharp demand all across the country for office and storage space, little difficulty is being experienced in selling the 15 other leases, he added, explaining that firms both inside and outside of the industry are the purchasers. He said the Oklahoma Grange, for example, will take over ELC's Oklahoma City quarters.

When ELC leaves the home office on Times Square, Monogram will take over a large portion of it, MacMillen said. Monogram has offices elsewhere in the same building, and the ELC exit has provided the former company with an opportunity to expand its facilities here.

MacMillen revealed that Pathe Industries has retained ownership of some 20 of the 226 films which went to UA under the sale terms. The majority of these are films, such as "So This Is New York" and "Tulsa," which have completed release, but which may be reissued. In the event of their being further exhibited, MacMillen said, Pathe will pay UA a distribution fee out of the films earnings. In effect, he explained, Pathe's position with respect to the 20 pictures is equal to that of any producer releasing through UA.

Pathe Industries is considering "two or three projects" relating to television, MacMillen said. He declined, however, to expand on that statement, insisting that the projects were "only in the talking stage."

The J. Arthur Rank pictures, numbering some 40, which were turned over to UA under the sale, afforded ELC rights for some six or seven years and therefore UA need not return these to England until after the end of that period, MacMillen said.

'Oliver Twist' Deal

MacMillen said Pathe Industries will retain a percentage of the distribution gross of "Oliver Twist," which also went over to UA, but he refused to divulge details of the deal. The picture will open shortly in the Interstate Circuit in Texas, and in consequence of the gross-sharing arrangement UA will have to continue distributing the picture, MacMillen said. "Twist" originally was denied a Production Code Seal because of alleged anti-Semitic characterizations, but later was granted one after recommended cuts in the picture were made.

Vacation, Severance Pay for ELC Office Workers Still an Issue

Still an issue is the policy which Eagle Lion Classics intends to take on paying of vacations and severance pay to office workers and publicists. The company at present contends that Film Classics, which merged with Eagle Lion last year, was not under union contract and hence former Film Classic employes taken over in Eagle Lion should be considered as new employes. Since Eagle Lion workers are under union contract the company is still considering the amounts of severance pay involved, according to representatives of Screen Publicists and Screen Office and Professional Employes Guilds, District No. 65, DPOWA.

ELC Salesmen Win 2 Week Severance

MILWAUKEE, April 19.—The Colosseum of Motion Picture Salesmen and Eagle Lion Classics have agreed to two weeks' severance pay for the company's salesmen who have been dismissed in consequence of the sale of ELC to United Artists, it was reported here today by David Beznor, Colosseum general counsel.

The ELC salesmen will receive in addition to the severance pay whatever sales drive prize money they have earned, Beznor added.

In statements which have appeared in many of the trade papers recently it was indicated that all of the drive-in theatres in the Chicago area were members of an association, the purpose of which is to establish admission prices and playing time.

I want it to be thoroughly understood that no member of the Essaness organization, nor anyone authorized to represent Essaness Theatres Corporation, has ever attended any of these meetings. Furthermore, Essaness Theatres Corporation is not a member of this association.

EDWIN SILVERMAN



B'way Sees Payoff In Parade Overflow

Any business lost yesterday at Broadway box-office because of public interest in General MacArthur's speech before Congress is expected to be recouped today as a result of the crowds coming into the area for the general's welcoming parade. With the day a civic holiday, the first-runs look forward to offering succor to foot-weary parade watchers.

Actually, theatre business suffered little locally yesterday because of the hour of MacArthur's speech, which came before matinee attendance got into full swing, theatre managers report.

Fair House at NY Para. for Speech

A noon hour crowd which comfortably filled the orchestra and lower reaches of the balcony of the New York Paramount Theatre turned out yesterday in time to catch the theatre televised appearance of General Douglas MacArthur before the joint session of Congress on that theatre's screen.

Just how many of the patrons bought tickets solely because of the video attraction could not be estimated by Robert Shapiro, the theatre's manager, but the number of persons entering picked up sharply just before the MacArthur speech began.

The audience's interest was manifested by the attention given MacArthur's talk, which ran for nearly 40 minutes, and there was little applause, pro or con, during the actual video showing. The Paramount newsreel, shown with nice timing just before the general's appearance, was devoted to "the MacArthur affair" and elicited much more response than did the speech.

The quality of the telecast, projected on the screen by Paramount equipment which uses 35mm. film, was spotty. Closeups of MacArthur were satisfactory, but not up to newsreel standards in clarity and definition. When the cameras switched to the long shots, showing the crowded chamber, the listening Congressmen emerged as faceless blurs. Interest in MacArthur's speech, however, surmounted the technical shortcomings of the telecast.

V. O'B.

MacArthur Speech

(*Continued from page* 1)

have MacArthur's speech in theatres today.

Four of the five theatres in the Metropolitan New York area with large-screen TV facilities picked up the telecast, handled by a television pool in Washington, and at least that many more theatres throughout the country carried the speech.

Century's Marine in Brooklyn, scheduled a telecast of MacArthur's arrival in New York last night and most of the theatres will cover the reception today at City Hall.

A uniformly good reception, technically and audience-wise, was reported by local theatres. The telecast, from 12:30 to 1:15 P.M., fell in a slack hour but most TV houses reported that the event drew a somewhat increased attendance. However, the New York Paramount and Fabian's Fox, both in downtown areas, indicated that patronage was noticeably increased.

Outlying houses, RKO's Fordham in the Bronx and Century's Marine, reported better crowds than usual for the hour and day. Century's Queens, the only theatre TV-equipped house in the area not showing the event, reported that its RCA equipment is being modified this week and thus was not available.

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Warner's Anti-Red Film Is Timely and Hard-Hitting

(*Continued from page 1*)

upon which it embarked at the time of the earlier probe of Hollywood by the Un-American Activities Committee. This time it is sensibly recognizing the right and duty of the Congressional Committee to expose treason and is cooperating accordingly.

But the public opinion impact of the disclosures, dealing with names which the public familiarly associates with the screen, is by no means good for the motion picture business. Hence the advent right now of the Warner Brothers picture is especially fortunate and opportune.

Under the generalship of Mr. Jack L. Warner and the spirited cooperation of Mr. Bryan Foy there emerges in "I Was a Communist for the F.B.I." a powerful and moving dramatic narrative. The industry in its higher purposes and necessities has not been too fortunate in some of the subjects dealing more or less directly with the Communist conspiracy which have been previously released. It is fortunate in this one.

The picture within the limitations of a popular dramatic subject is revealing and informative relative to some of the most poisonous aspects of the Red intrigue as practiced in this country. But for purposes of audience impact it is far more than that. It has a very real warmth and appeal, dealing centrally with the retelling of the true story of a genuine national hero who made a great sacrifice in the nation's defense.

AUDIENCES will be moved by such incidents as that of a father who so loved his country as to be willing to appear as a traitor in the eyes of his son and will be thrilled by melodramatic flashes of the kind which have long been representative of the craftsmanship of Bryan Foy.

The theatreman who is alert to the repercussions of the current Washington revelations will in his own immediate interest and in his solicitude for the welfare of the industry at large see in this current Warner release a significant opportunity. The subject ought to be played enthusiastically—broadly across the nation and quickly.

—Martin Quigley

1,000 View MacArthur At B. & K.'s State-Lake

CHICAGO, April 19.—A fairly good crowd of about 1,000 persons filled the main floor of the Balaban and Katz State-Lake Theatre for the theatre-televised appearance of General Douglas MacArthur before the joint session of Congress.

The audience was very responsive to MacArthur and applauded him loudly throughout.

Un-AmericanReport Approved by MPIC

HOLLYWOOD, April 19.—The Motion Picture Industry Council has approved the report of Roy Brewer, IATSE international studio representative, on his observations on the House Un-American Activities Committee "Red" hearings, which he described as "objective and fair." It expressed its confidence that Brewer, who will testify May 8, at the Committee's invitation, on Hollywood's fight against Communist infiltration, will present the MPIC's views against Communism effectively.

MPIC to Aide US Program on Films

HOLLYWOOD, April 19.—The Motion Picture Industry Council will handle arrangements and contacts for three State Department representatives due to arrive here May 6 from Washington to confer on the implementation of the Department's documentary-film program. The representatives are James B. Faichney, William Barry and Jay Dresser. It is expected the full program and the exact nature of aid to be sought here, will be disclosed when they arrive here for conferences.

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TRADE SHOW DATES
'Hard, Fast and Beautiful'
will be trade shown as listed below, and not on Tuesday, April 24, as previously announced.

ALBANY Fox Scr. Rm. 1052 Broadway	Tues. 5/1	8:00	P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Tues. 5/1	2:30	P.M.
BOSTON RKO Scr. Rm. 122-8 Arlington St.	Tues. 5/1	10:30	A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues. 5/1	2:30	P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Tues. 5/1	2:00	P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Tues. 5/1	2:00	P.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Tues. 5/1	8:00	P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Tues. 5/1	2:30	P.M.
DALLAS Para. Scr. Rm. 412 S. Harwood St.	Tues. 5/1	2:30	P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Tues. 5/1	2:00	P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Tues. 5/1	1:00	P.M.
DETROIT Blumenthal's Scr. Rm. 2310 Cass Ave.	Tues 5/1	2:30	P.M.
INDIANAPOLIS Fox Scr. Rm. 326 N. Illinois St.	Tues. 5/1	1:00	P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Tues. 5/1	10:30	A.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Tues. 5/1	2:00	P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Tues. 5/1	2:00	P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Tues. 5/1	2:00	P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Tues. 5/1	2:00	P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Tues. 5/1	2:00	P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Tues. 5/1	2:30	P.M.
NEW YORK RKO Scr. Rm. 1270 Sixth Ave. Preview Rm. B—7th fl.	Tues. 5/1	11:30	A.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Tues. 5/1	10:30	A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Tues. 5/1	1:00	P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Tues. 5/1	2:30	P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues. 5/1	1:30	P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Tues. 5/1	2:00	P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues. 5/1	11:30	A.M.
SALT LAKE CITY Fox Scr. Rm. 216 East 1st St. S.	Tues. 5/1	1:30	P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Tues. 5/1	2:00	P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Tues. 5/1	2:00	P.M.
SIOUX FALLS Hollywood Thea. 212 N. Philips Ave.	Tues. 5/1	10:00	A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Tues. 5/1	2:00	P.M.

UPT Profit

(Continued from page 1)

cents per share in the first quarter of 1951, compared with 98 cents per share for the same period in 1950. Including share of undistributed earnings of partly owned non-consolidated subsidiaries, earnings per share were 91 cents and $1.18, respectively. The first quarter dividend of 50 cents has been declared, payable today to stockholders of record on March 30.

Goldenson pointed out that the earnings for the first quarter of 1951 are not, "strictly speaking," on a comparable basis with the corresponding quarter of 1950 since the composition of the underlying theatre assets has changed between the two quarters. In the last three quarters of 1950, he stated, several major joint interests in affiliated companies had been terminated through purchase of the co-owners' 50 per cent interests so that these companies were wholly-owned during the first quarter of 1951 and the results of their operations were included in the consolidated earnings for that quarter, whereas for the first quarter of 1950 the corporation's share of earnings of these companies to the extent not received as dividends had been included in share of undistributed earnings of partly owned non-consolidated subsidiaries.

Explains Effect

The effect of this, Goldenson stated, is to increase consolidated operating profits and reduce share of undistributed earnings for the first quarter of 1951 as compared with the corresponding quarter of 1950.

Goldenson also stated that joint interests with co-owners in 14 theatres had been terminated through a division of assets, the company receiving 100 per cent interest in six of the 14 theatres and a number of individual theatres and properties were sold during the first quarter of 1951 for a net consideration of $813,000 in cash and notes.

UPT's annual stockholders' meeting is scheduled to be held here on May 15.

NCAA Seeks Theatre TV

(Continued from page 1)

television, Phonevision, Skiatron, and delayed Coast games home television. Color television will also be encouraged, if available. He explained that the committee felt that these developments did not cut too deeply into attendance at college games, whereas "live" home television constituted major competition.

Hamilton, who is athletic director of the University of Pittsburgh, said the theatre television interests are working out proposals to submit later to NCAA and that any reasonable plan was certain to be approved. "I am sure there will be theatre television of this fall's football games," he declared. "The extent depends on what the theatre television people propose," Hamilton added.

He said it might be possible for a theatre TV outfit to take a whole season's games of one team or just one or two and that it might also be possible to have a number of theatres carrying the same game on a special closed circuit.

All plans for theatre television and other new TV developments are still stirctly experimental as far as the colleges are concerned as are the restrictions on "live" televising or home sets, Hamilton stressed. The idea is to develop as much information as possible on the competing media.

For the coming year only, the committee laid down these restrictions on Saturday afternoon televising for home consumption: No schools can have more than two televised games—one at home and one away; only one game will be televised in any area on a given day; and football telecasts will be completely blacked out in each area on one or two Saturday's during the season. None of these restrictions will apply to theatre TV, Hamilton said.

The committee conferred this morning with assistant attorney-general H. Graham Morison on the anti-trust aspects of the NCAA program but Morison refused to comment beyond saying he had listened to the NCAA's outline and had taken the matter under advisement.

New Feinstein Post

(Continued from page 1)

head of the New England theatres.

Feinstein joined Warner 21 years ago as assistant manager of the Embassy Theatre at East Orange, N. J. He managed Warner theatres in the Newark and Pittsburgh zones.

ABC Will Promote 'Fat Man' Premiere

Universal-International's "The Fat Man," based on the American Broadcasting network radio show, will have its world premiere at the Lafayette Theatre in Buffalo on Wednesday, May 9.

In connection with the premiere, ABC will originate its May 9 network broadcast of "The Fat Man" show from the stage of the Lafayette.

50 Telecasters

(Continued from page 1)

songwriters and publishers; no salaries, just a piece of the film which becomes sort of an annuity.

The first series of 26 weekly film programs will be directed by Frank Wisbar, ex-executive of Crosby Enterprises. Wisbar said he expects to produce each film for about $12,000.

The first film will be a drama. After that, according to the company's general manager, Harrison M. Dunham, situation comedy shows (like Burns and Allen) and musicals will be attempted. Dunham said that James Petrillo has offered the new company a tentative contract.

The project originated some time ago with George B. Storer, head of Fort Industries, which owns seven radio and three TV outlets. President of the new production setup is Richard E. Jones, one of Storer's executives and general manager of Detroit's WJBK-TV.

One Charity Drive

(Continued from page 1)

tries, to satisfy the requirements of the myriad charities in which the industry is interested.

"The way we are operating today," Cohn said, "with tremendous over-lapping and duplication of effort, is not satisfactory to the people of our industry who are being asked to contribute from their paychecks and of their time. There just aren't enough weeks in the year in which to devote to these worthy charities the time and energy they deserve."

Under the Cohn plan, an executive committee would be set up to handle the business of conducting the annual charity drive and the subsequent allocation of revenue to the various charities. Executive personnel would serve a fair amount of time on the committee, each man committing himself for a limited time spaced over the period of a year, rather than being forced to concentrate his undivided effort in a short period—and the amount of service would be distributed equally among all executives, rather than falling to the few as it does today, Cohn added.



"Sock science yarn. An exploitation natural!"
—Hollywood Reporter

Awaiting New Date For Bidding Meet

Washington, April 19.—Abram F. Myers, Allied States' general counsel, said here today that he is waiting word from the distributors as to when he should return to New York for further talks on arbitration and competitive bidding.

Myers said that when he left New York last, the understanding was that the distributors were to get in touch with him when they had worked up certain information. As yet, he has not heard from any of the company officials.

JDA Rally

(Continued from page 1)

hundreds who attended were reminded that the New York division's quota in the JDA nationwide drive to raise $6,000,000 is exactly half that figure.

Speakers included Herman Robbins, amusement division chairman; Max A. Cohen, luncheon chairman; Barney Balaban, associate chairman of the division; Harry Brandt, chairman of the campaign cabinet, and Arnold Forster, author of "Measure of Freedom" and national director of the civil liberties division of the Anti-Defamation League. A radio broadcast of Gen. Douglas MacArthur's address to Congress opened the luncheon-meeting.

Forster told the League's achievements in combating the Ku Klux Klan and in searching out discrimination in education. He reported also on the League's joint efforts with Parochial schools and the Protestant Council of Churches.

Balaban said the League's efforts in its early days were "light housekeeping" compared with what it has achieved since, but admonished that the need for funds "is greater than ever."

Brandt presented highlights of JDA accomplishments and the tasks ahead, and Robbins cited the latter, George Dembow, Morton Sunshine and others who took over a number of his duties as chairman when he was ill recently.

A short subject, "You Are a Jew," narrated by Forster, was exhibited.

The luncheon dais was occupied also by Saul Trauner, Ilya Lopert, Joseph Pransky, Emanuel Frisch, A. J. Balaban, Max E. Youngstein, Ed Rugoff, Benjamin Fielding, Adolph Schimel, Robert Benjamin, Jack Mills, Simon H. Fabian, Jack Cohn, Dembow, Samuel Rinzler, Al Schwalberg, Abe Schneider, William J. Heineman, Sol Strausberg, Chick Lewis, David Weinstock, Charles L. O'Reilly, Leo Brecher, Arthur L. Mayer, Martin Levine, Bernard G. Kranze, Sol Pernick and Richard F. Walsh.

Kaye to Aid UJA Here; Will Also Promote 'Riviera'

Danny Kaye is due to arrive here from Hollywood on Tuesday to appear on a special United Jewish Appeal radio broadcast and take part in pre-premiere promotion of "On the Riviera," his new 20th-Fox film, before leaving for another Palladium Theatre engagement in London.

Mannon Bows

New Mannon Sound Stages, Inc. held open house here yesterday to inaugurate a new regime with James Page Pagliaro as the president and owner of the company.

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Hughes Stock Sale Order Appealed

Carries Fight Against Decision to High Court

Howard Hughes has served notice on the Department of Justice that he has appealed the Federal Court order compelling him to sell his trusteed RKO Theatres stock by Feb. 20, 1953, it was learned here on Friday.

The appeal from the N. Y. Statutory Court decision, which also gave Irving Trust, the trustee, another two years to dispose of the stock following the 1953 deadline, will go directly to the U. S. Supreme Court.

The appeal is ostensibly based on the same grounds upon which Thomas Slack, Hughes' attorney, contested the government motion at the hearing here last February. Slack contended that Hughes specifically did not agree to sell his 24 per cent theatre company

(*Continued on page 3*)

Wald and Krasna on Program for 1952

HOLLYWOOD, April 22. — With two pictures in production and 10 more completed scripts ready for filming in the coming five months, Jerry Wald and Norman Krasna have finished all preparatory and script work on their 1951 schedule for RKO Pictures and are concentrating on scripts for their 1952 program.

The contract between Howard

(*Continued on page 3*)

TOA Cooperates in '51 Palsy Campaign

Gael Sullivan, executive director of the Theatre Owners of America, has urged all members to cooperate with the 1951 United Cerebral Palsy Association drive by showing the two - minute Technicolor trailer which outlines the drive's aims.

Robert J. O'Donnell, a member of the TOA executive committee, is national exhibitor chairman of the 1951 United Palsy drive.

N. Y. State Theatre Wage Law Bows Without Appeals

The 50-75-cent per hour New York State minimum wage law covering motion picture theatres became effective yesterday without the filing of a single appeal of the new base pay order which was signed two months ago by Industrial Commissioner Edward Corsi, a spokesman for the State Labor Department reports.

During the two months, however, Corsi's office conferred frequently with representatives of various exhibitor organizations, including the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York, to make arrangements whereby the theatres throughout the state could become adjusted to the new law with a minimum of difficulty and confusion.

Neither exhibition spokesmen nor State Labor Department representatives would speculate whether appeals, for which facilities have been made available, ever would be taken. Presumably, it was said, violations of the law would have the effect of appeals.

(*Continued on page 3*)

ELC to Pay Off $40,000 in Prizes

Some $40,000 in sales drive prize money will be divided among a sizeable number of Eagle Lion Classics division and branch managers and salesmen, the sale of the company to United Artists notwithstanding, William C. MacMillen, Jr., ELC president, reports.

MacMillen, who is slated to become president of Pathe Industries, parent company which sold ELC, said the prize money will go to all who are entitled to share in it, whether or not they have transferred to UA.

Producers are participating with ELC in the payment of the prize money, and UA stands to benefit from the drive's sales achievements.

WB's Sax, Houser Leave in Cut-back

HOLLYWOOD, April 22.—Employment terminations aggregating what was described as a "moderate" over-all reduction were affected at the weekend by Warner Brothers Studio, without formal announcement.

Among personnel dismissed were Carol Sax, industrial relations department head for the past eighteen years,

(*Continued on page 2*)

Einfeld, S. Americans Talk Showmanship

Showmanship methods and techniques were discussed on an interhemisphere basis over the weekend as Charles Einfeld, vice-president of 20th Century-Fox, met in Rio de Janeiro, Brazil, with members of the Ribeiro Circuit on mutual interest fostering greater attendance at theatres, the company's home office reported here.

(*Continued on page 3*)

7 Companies to Act Today On 'Collarite' Vote Bid

Attorneys and personnel managers for Loew's, 20th Century-Fox, Columbia, United Artists, RKO Pictures, RKO Theatres and Paramount Pictures are scheduled to participate in a conference here today before a National Labor Relations Board examiner in connection with the Screen Publicists and Screen Office and Professional Employes Guilds' bids for broad-scale elections to determine collective bargaining representation rights.

IATSE Motion Picture Home Office Employes Local No. H-63, rival union which is challenging the guilds' jurisdiction at a number of home offices and exchanges here, is expected

(*Continued on page 2*)

Un-American Group Will Resume Today

WASHINGTON, April 22.—The House Un-American Activities Committee will resume hearings here tomorrow after a six-day lay-off, with actor John Garfield tentatively scheduled as the first witness.

The Committee's present plans are to run all week, with seven witnesses subpoenaed to appear between now and Friday. Academy Award winner Jose Ferrer may get his turn on the

(*Continued on page 2*)

NCAA Okay Speeds Use Of Theatre TV

New Installations Due in Time for Football Games

Installation of theatre television equipment is expected to be encouraged as a result of the recommendation for exclusive theatre telecasts of college football expressed last week in Washington by Tom Hamilton, chairman of the National Collegiate Athletic Association's television committee, circuit executives declared here at the weekend.

Football, when shown on an exclusive basis, was said to have shown more box-office strength than any theatre TV programming yet experimented with and theatres planning to install equipment will undoubtedly try to have their systems in working order before the pigskin season opens this fall.

Hamilton's statement, issued following meetings in Washington with

(*Continued on page 2*)

MacArthur Scores On Theatre Video

New York's welcome to General Douglas MacArthur last Friday was flashed to theatre screens by television in Chicago, Binghamton, Albany and to the boroughs of Brooklyn and the Bronx, and again scored with the patrons.

Most of the theatres which carried the general's address to Congress on Thursday also showed the reception

(*Continued on page 2*)

Rentals Protest to Spark NCA Parley

Minneapolis, April 22.—The keynote of North Central Allied's annual convention at the Nicollet Hotel here on May 7-8 will be the urgency for a unanimous protest of high film rentals, it is reported by Stanley Kane, NCA executive counsel.

Kane said the protest meeting will be open to all independent exhibitors of this exchange area, regardless of affiliation.

NEWS in Brief . . .

FILM export officials here saw at the weekend strong possibility that there will be no restrictions placed against U. S. films by West Germany.

This opinion was based on the report from Washington that tariff-cutting negotiations at Torquay, England, have been concluded and that the U. S. Government concluded bilateral pacts with 17 countries.

•

Ottawa, April 22.—Mary Pickford was guest of honor last night at the annual dinner of the Association of Motion Picture Producers and Laboratories at the Chateau Laurier, on the eve of the presentation of the Canadian Film Awards. Tess Michaels of United Artists' home office publicity department, accompanied Miss Pickford to Canada.

•

BALTIMORE, April 22.—Following a prolonged illness, Joe Fields, 48, former Baltimorean and owner of the Rivoli Theatre here, died in Hollywood late last week, it was learned here at the weekend.

U. S. Bars Chevalier On 'Red' Affiliations

WASHINGTON, April 22.—Maurice Chevalier has been refused a visa to enter the United States on the ground that his admission would be against the best interests of the country, the State Department reported Friday.

The department refused to discuss the grounds on which the American Embassy in Paris had refused the French actor a visa, but it was learned that the action was taken because he signed the Communist-inspired Stockholm "peace" petition and because he also is said to be affiliated with Communist-front organizations.

He planned to come here to make a film in Hollywood, it was said.

WB Studio Cut-Back

(*Continued from page* 1)

and his assistant, and work-order and time-keeping department heads, with indications that their duties will be absorbed by studio manager Edmond L. De Patie, veteran Warner studio executive.

The publicity department lost eleven members, including first assistant publicity director Mervin Houser, in what studio advertising-publicity director Alex Evelove described as "about a twenty per cent cut."

Evelove, although unable to say how far-reaching the reduction might be in other departments, said the employment cut-back does not mean the studio intends to cut down on the number or quality of pictures it will turn out in the future.

The studio, which has experienced similar broad reductions previously, heretofore has instituted cuts on a layoff basis and generally has re-employed personnel at a later date. The present terminations are outright dismissals, however.

Personal Mention

STEVE BRODY, Monogram-Allied Artists president, is due to leave here Wednesday for Colorado Springs where the company's Western regional meeting will be held Friday and Saturday. HAROLD MIRISCH, vice-president, is scheduled to leave here today for the Western city.

•

MICHAEL WILDING arrived in New York from Hollywood on Saturday and left yesterday for London to co-star with ANNA NEAGLE in "The Lady With a Lamp," new HERBERT WILCOX production.

•

FRED QUIMBY, head of M-G-M's short subjects department and producer of M-G-M cartoons, accompanied by MRS. QUIMBY are due to return here from Europe aboard the *S.S. Mauretania* on Wednesday.

•

L. E. GOLDHAMMER, Monogram-Allied Artists Eastern sales manager, returned here over the weekend from Washington.

•

GEORGE F. DEMBOW, vice-president in charge of National Screen Service distribution, left here Friday by air for Europe.

•

FRANK EISENBERG, former Republic salesman in Milwaukee, has joined the sales staff of Independent Film Distributors, Minneapolis.

•

DON PRINCE, RKO Pictures publicity director here, is due back at his desk from Hollywood today.

•

JOHN MITCHELL, United Artists television director, is due back in New York today from Chicago.

SPYROS P. SKOURAS, president of 20th Century-Fox, AL LICHTMAN, vice-president, and JONAS ROSENFIELD, JR., advertising manager, left here at the weekend for the Coast for conferences with DARRYL F. ZANUCK.

•

MONROE GOODMAN, executive assistant to A. W. SCHWALBERG, president of Paramount Film Distributing Corp., is scheduled to return here today after a two-week honeymoon trip to Bermuda.

•

ANDY W. SMITH, JR., 20th Century-Fox distribution vice-president, currently on a Midwest tour, is due to return to New York the latter part of this week.

•

R. WALLACE FEIGNOUX, Walt Disney representative for France and the Continent, has arrived here from Paris and is due to leave for the Coast today.

•

ARTHUR B. KRIM, United Artists president, has tentatively scheduled another trip to the Coast for the end of this week.

•

NATE J. BLUMBERG, Universal president, is due to arrive here this morning aboard the *S.S. Liberte* from Paris.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, returned to New York from the Coast at the weekend.

•

ALLEN M. WIDEM, motion picture editor of the *Hartford* (Conn.) *Times*, was in New York over the weekend.

'Mac' on TV

(*Continued from page* 1)

at City Hall, with glimpses of the parade which drew record-breaking crowds to the streets.

The event had little effect on the day's grosses at New York first-runs, with the Broadway houses reporting a sufficient influx between noon, when the general passed through on his way to the civic center, and two P.M., when he returned up Fifth Avenue, to compensate for the lag while the procession passed by.

Theatres carrying the event on large screen TV were Fabian's Fox in Brooklyn and Palace in Albany, RKO's Fordham in the Bronx, Century's Marine in Brooklyn, Comerford's Capitol in Binghamton and United Paramount's State-Lake in Chicago. The New York Paramount, which televised the Washington speech, did not carry the parade, which passed by its front door.

4,000 Balloons Herald MacArthur, 'First Legion'

When the MacArthur motorcade passed the Loew's Building here on Friday, 4,000 balloons promoting United Artists' "The First Legion," were let loose from the upper stories, adding color to the festivities. Some of the balloons contained passes to Loew's State, where the film will open on Friday.

Asks $450,000 in Chicago Trust Suit

CHICAGO, April 22.—Attorney Seymour Simon on Friday filed a $450,000 anti-trust suit on behalf of the Calo Theatre, a Northside neighborhood house, against eight distributors, Balaban and Katz, and Warner Brothers Theatres. Calo is owned by Arthur and Theodore Davidson, who have operated the house since July 1, 1940.

The suit alleges conspiracy by the defendants to monopolize.

'Collarite' Bid

(*Continued from page* 1)

to ask to be included on the ballots if elections are ordered by the NLRB.

A formal hearing will be held tomorrow at the NLRB office here on H-63's petition for elections at the Paramount home office and Loew's and 20th-Fox exchanges. Those locations have been held by SPG and SOPEG, but H-63 has made inroads into them since the recent challenging by NLRB of the validity of the SPG and SOPEG contracts. Those contracts were signed by the former United Office and Professional Workers of America, and were "inherited" by the Distributive, Processing and Office Workers of America when it was joined by the guilds.

Newsreel Parade

All current issues of the newsreels are devoted entirely to General Douglas MacArthur's return to the United States from Tokyo.

Theatre TV

(*Continued from page* 1)

Nathan Halpern, Theatre Owners of America television consultant, and Robert H. O'Brien, United Paramount Theatres executive, is said to increase the possibilities of exclusive booking this fall. The NCCA had previously indicated reluctance to follow the example of the "Big 10" Conference which last year permitted their games to be shown on the theatre large screens.

Reports have been current in the industry for some time that theatre TV will be expanded greatly this year. Mitchell Wolfson, TOA television committee chairman, predicted at the recent TOA board meeting that 100 theatres would be equipped with TV facilities by the end of the year. However, no disclosure of the exact number of sets on order or where they will be installed has been forthcoming.

Explains Lack of Detail

One reason for the lack of details, one circuit executive said, is that while a company may have equipment ordered the final decision as to which theatres it will go has not been made. Another report is that the TOA members are waiting to make a joint announcement, expecting to gain publicity-wise by the larger number of theatres involved. Such an announcement, according to an informed source here, can be expected within the next week or two.

At present, United Paramount has three sets of the Paramount theatre TV equipment on order, but with the final allocation to theatres not yet decided upon. Leonard Goldenson, UPT president, said in a report to stockholders last week that the company, should negotiations with the NCAA proceed favorably, planned further theatre TV installations. His report also revealed that UPT has a credit of $10,000,000 available for television acquisitions.

Un-American Group

(*Continued from page* 1)

witness stand later in the week, Committee officials said. The fact that only seven witnesses are scheduled for an entire week indicates that most of them will be "cooperative."

The Committee also is slated to act this week to get arrest warrants for nine film workers who Committee investigators said have been deliberately evading subpoenaes.

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United Productions In Feature Field

United Productions of America, which made this year's Academy Award-winning cartoon, "Gerald McBoing Boing," contemplates making one feature a year, Stephen Bosustow, president, declared here at the weekend. The first, which will be launched shortly, will be an animated-live action film, "Men, Women and Dogs," based on James Thurber's short stories.

Robert Cannon, who directed the Academy Award short, said the company has a schedule of 12 shorts a year, releasing through Columbia. It also makes industrial and educational subjects.

Bosustow disclosed that he has signed with 20th Century-Fox to do an animation sequence for the forthcoming "Father Does a Strip."

Hand Named Films' State Dept. Liaison

WASHINGTON, April 22.—Colton Hand, a long-time member of the State Department's commercial policy division, has replaced Isaiah Frank as the Department's film expert.

Frank is working with a special commission on long-term raw material purchasing. Whether he will return to the film post after this job is finished has not been determined as yet.

Stitt Returns to Filmack

CHICAGO, April 22.—Ralph F. Stitt, formerly editor of *Inspiration*, monthly magazine published by Filmack Trailer Co., has returned to that post.

Wald-Krasna

(*Continued from page* 1)

Hughes and Wald-Krasna calls for 60 pictures over five years' period, at a cost of approximately $50,000,000.

The first Wald-Krasna production in 1952 will be "The Big River," to be filmed largely along the Mississippi River. David Dortort wrote the screenplay. Second will be "Pilate's Wife," a Biblical story by Clare Booth Luce.

Only one other story has been definitely set for 1952, Lewis Meltzer's original, "All the Beautiful Girls." Wald and Krasna are currently mapping out the remaining nine pictures of the 12-picture schedule and expect to have scripts for the entire 1952 commitment under way by June.

Wald and Krasna pictures now in production at RKO are "Behave Yourself," starring Farley Granger and Shelley Winters, and "The Blue Veil," starring Jane Wyman. Scripts have been completed on the following: "Size 12," by Jerome Weidman; "Clash By Night," by Alfred Hayes; "High Heels," by Lloyd Shearer and Danny Fuchs; "Stars and Stripes Forever," by Frederick Hazlitt Brennan; "The Harder They Fall," by Alfred Hayes; "Darling, I Love You," by Norman Krasna; "Strike A Match," by Robert Smith; "Exclusive Model," by Ketti Frings; Goodman Ace's, "I Married A Woman," and "Cowpoke," by Claude Stanush and David Dortort.

Landa with Publishers

Freedom Landa, former fan magazine and trade paper publicity contact for Eagle Lion Classics here, has joined Your Guide Publishing Co., as an associate editor. The firm publishes *Movie Pic, Movie Fan Album, Movie Teen,* and other magazines.

Cut Deliveries to Conserve Equipment

Cleveland, April 22.—Film deliveries on Fridays will be discontinued in the Canton, Youngstown and Toledo territories starting April 27 to conserve tires, truck equipment and accessories, all exchanges have been notified by Lou's Gross and E. S. Johnson of Central Shipping.

Einfeld, S. Americans

(*Continued from page* 1)

Einfeld was invited to address the circuit heads at the invitation of Luiz Ribeiro, head of the organization which operates some 60 theatres in that country.

Further activities for Einfeld over the weekend included meetings with the Press Association, and a special get-together with Brazilian film critics. Also at the press gatherings were members of the overseas press stationed in that country.

Einfeld will spend the remainder of this week in Brazil talking to industry people on mutual film problems. He will also visit a number of theatres to see their operation and exploitation methods at first hand.

ARMIT Sets Meeting

DENVER, April 22.—The annual convention of Allied Rocky Mountain Independent Theatres is scheduled to be held in the Cosmopolitan Hotel here on May 9 and 10.

Hughes Appeal

(*Continued from page* 1)

holdings in the consent decree reached with the government by RKO and that the government motion was not in order unless new evidence was introduced in court. Slack insisted that Hughes had complied with all provisions of the decree by trusteeing the stock.

The government's reply, which won the agreement of the Federal Court in New York was that Hughes' interest in RKO Theatres constituted a hazard to the full completion of divorcement and that its sale was necessary to carry out the intent of the decree.

Slack and other Hughes' representatives have said, in court and out, that Hughes intends to sell the theatre stock but that a court-imposed deadline depreciates the stock's value and hampers negotiations toward a sale at what Hughes considers a fair price.

State Wage Law

(*Continued from page* 1)

Violators, however, would be subject to fine and imprisonment. Were a direct appeal of the new law to be introduced, it would have to be taken to the Board of Standards and Appeals of the State Labor Department, and, failing there, the subsequent tribunal would be the courts.

The new minimum wage law, which covers some 32,700 motion picture industry employes in the state as well as employes of other branches of the amusement industry, grew out of the findings of a minimum wage board.

TWO OF A KIND

Hilarious full-length feature with Negro cast and outstanding comedy team

BEAUTIFUL GIRLS . . . SONGS . . . DANCES

AVAILABLE—absolutely new release—negative and several spectacular shorts with world's exclusive rights — full line of advertising accessories and deluxe trailer.

Address communications to Box 454 Motion Picture Daily • 1270 Sixth Avenue • New York 20, N. Y.

The most thrilling, human interest headline drama of the decade is **NOW**

READY FOR YOUR SCREEN!

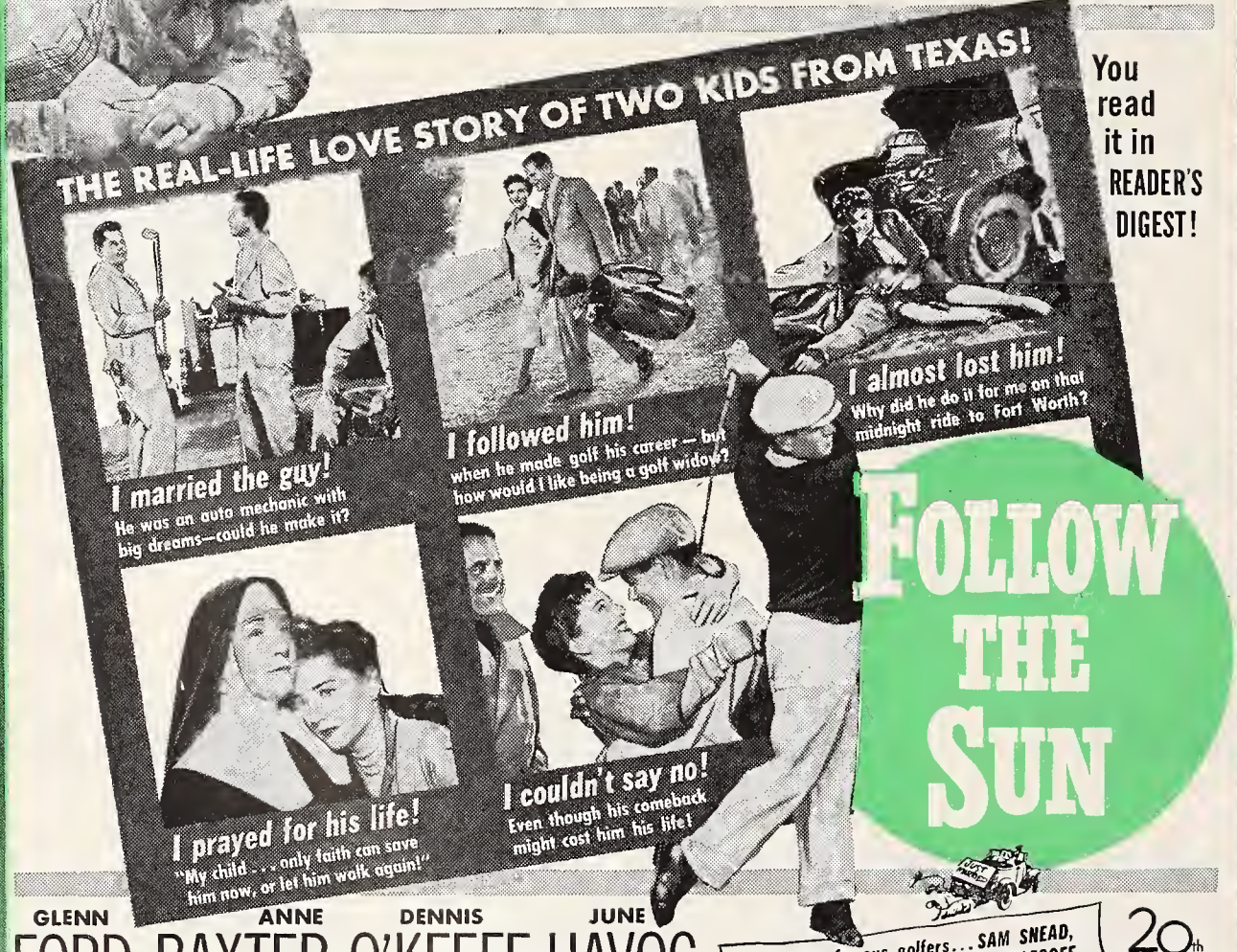


The Ben Hogan Story!

The wife behind a great champion

tells you BEN HOGAN'S story...





You read it in READER'S DIGEST!

FOLLOW THE SUN

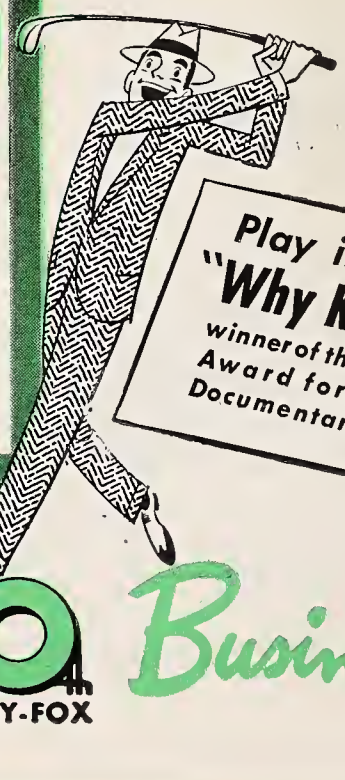
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Produced by SAMUEL G. ENGEL Directed by SIDNEY LANFIELD Screen Play by FREDERICK HAZLITT BRENNAN

See these famous golfers... SAM SNEAD, JAMES DEMARET, DR. CARY MIDDLECOFF and the Daddy of 'em all, GRANTLAND RICE!

20th CENTURY-FOX

A story of such incredible adventure and amazing courage, it would be unbelievable — except that every word, every scene, every thrill is *true*!



Play it NOW!! "Why KOREA?" winner of the Academy Award for the Best Documentary in 1950

There's No Business Like 20th CENTURY-FOX *Business!*

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 79 NEW YORK, U. S. A., TUESDAY, APRIL 24, 1951 TEN CENTS

Plans Are Set For Seminar In Hollywood

30 Will Attend Meet On Production Problems

Plans for the industry's first widespread producer-exhibitor-distributor round-table discussion of production problems, to be held in Hollywood June 11-12, were announced here yesterday by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations.

The seminar, Mayer said, will be attended by representatives of the studios, delegates from each of the five exhibitor organizations now represented on the COMPO executive board, and by two representatives of distribution. It is expected 30 persons will attend the two-day sessions.

Exhibitor organizations to be represented at the meeting by two delegates each are the Allied States Association

(*Continued on page* 10)

B'way First Runs Mild; 'Dividend' Has Big 2nd Week

New York's first-runs rode with an even keel through the city's tumultuous welcome to General Douglas MacArthur last Friday, with most Broadway houses reporting that the event had little effect, one way or another, on the day's grosses. What business was lost during the procession apparently was recouped from the holiday-like crowds brought to the area.

One theatre, Radio City Music Hall, credited the MacArthur overflow and the Passover holiday for a splendid weekend take that will give

(*Continued on page* 7)

Wilson Resigns from British Cabinet

LONDON, April 23.—Harold Wilson joined the left-wing revolt in Britain's tottering Socialist government by resigning today as president of the Board of Trade. His resignation from Prime Minister Clement Attlee's cabinet followed that of Aneurin Bevan as Labor Minister in opposition to a

(*Continued on page* 11)

MPAA Commends House Group for Probing Reds

Never Was a 'Red:' Garfield

WASHINGTON, April 23.—Actor John Garfield denied to the House Un-American Activities Committee today that he is or ever had been a Communist and unequivocally answered all questions put to him by Committee members.

He was the sole witness of the day as the Committee resumed its hearings into Communist activities in Hollywood.

Accompanied by attorney Louis Nizer, Garfield told the Committee that he had never been approached by anyone to become a member of the Communist Party and that if such a thing had happened, "he would have run like hell."

Although Garfield was confronted

(*Continued on page* 10)

Paramount Boosts New Screen Faces

HOLLYWOOD, April 23.—At a press dinner given here tonight at the Paramount studio, the company announced the formation of a "Golden Circle" composed of 11 young players to be developed by the company for the purpose of meeting exhibitor demands for new personalities on the screen. The project is a successor to a similar "Golden Circle" presented in 1939, which included such then newcomers as William Holden, Susan Hayward, Evelyn Keyes, Robert Preston and Betty Field.

Paramount studio executive Y.

(*Continued on page* 7)

New Releasing Unit Sets Minimum of 12

The recently formed Souvaine Selective Pictures, Inc., will distribute in the U. S. this year a minimum of 12 foreign pictures acquired from Union Generale Cinematographique, a producer-distributor-exhibitor combine in France, Howard Taylor, executive vice-president of the former, declared here yesterday.

Jean de Vesins, representative of UGC, is currently here to iron out details of the new European-American film combine. He declared it will be

(*Continued on page* 7)

WASHINGTON, April 23.—The Motion Picture Association of America today assured the House Committee on Un-American Activities of its continued support in the current Hollywood hearings and told the Committee it was doing a valuable service for national security in smoking out Communism.

"We note with satisfaction," the MPAA declared in a letter written to the Committee, "the cooperative spirit of a number of witnesses who have bared the spotlight on Communists and their activities and we deplore the unresponsive attitude of other witnesses."

This was interpreted here by some observers as an indication that the industry will continue to employ witnesses who cooperate with the Committee and will not employ those who refuse to answer Committee questioning.

The MPAA's letter, signed by vice-president Joyce O'Hara, was read into the record without comment by Com-

(*Continued on page* 10)

Jack Warner Joins Conferences Here

Jack L. Warner, vice-president and studio head of Warner Brothers, arrived here from the Coast yesterday to join H. M. Warner, president, who has been in New York for the past several weeks, in conferences with Albert Warner, vice-president, and other home office executives.

A company spokesman deprecated published reports of lay-offs in studio and home office departments, stating that a negligible number were involved on both Coasts and that the action was without significance.

It was reported here that the War-

(*Continued on page* 11)

Smith Winds Up Nationwide Tour

DALLAS, April 23.—Winding up his tour of 20th Century-Fox exchange offices across the nation, Andy W. Smith, Jr., sales vice-president, met here today with branch managers of the Southern division on sales plans for the company's forthcoming lineup of product.

Attending the meeting were Harry Ballance, Southern division manager; Paul Wilson, assistant Southern division manager; branch managers Fred Dodson, Atlanta; John E. Holston,

(*Continued on page* 7)

AFM Sets A Pattern for TV Film Music

Producers Must Pay 5% From Gross Revenues

HOLLYWOOD, April 23.—The American Federation of Musicians has set the pattern for film producer payments of music royalties for motion pictures sold for telecasts.

Robert L. Lippert, head of Lippert Productions signed a precedental contract with the AFM establishing terms under which he is free to sell any or all Lippert pictures to television, regardless of when produced, after re-recording the music sound-track and on payment of five per cent of the gross revenue from such sale into the AFM's recording fund. Lippert said he will immediately begin preparing 26 older pictures for sale to video, but he does not intend to shunt any productions into television until they have exhausted their theatrical exhibition potentialities. The contract also covers pictures made directly for televi-

(*Continued on page* 11)

NEWS FLASHES

WASHINGTON, April 23.- The U. S. Bureau of Labor Statistics reports that in the last three months of last year, the index of adult admission prices rose to 73.1 per cent above the 1935-39 average. This is the highest since the 73.7 per cent hit in March. It was down to 70.5 per cent in June and up to 71.3 per cent in September.

•

Attorneys for Loew's, 20th-Fox, Columbia, United Artists, RKO Theatres, RKO Pictures and National Screen yesterday rejected at an NLRB conference here a proposal by SOPEG (DPOWA-District No. 65) that consent elections be held at the home offices to determine collective bargaining rights for "white collar" home office workers.

12 Allied Meetings Set in the Field

WASHINGTON, April 23.—In addition to the several Allied States Association affiliates in the field which have held their 1951 conventions or other meetings so far this year, national Allied today listed a calendar of 12 Allied sessions scheduled to be held from now to the end of the year. Others are expected to be scheduled by additional groups later. Listed were dates as follows:

Five in May

May 7-8, annual convention, North Central Allied, Nicollet Hotel, Minneapolis; May 9-10, annual convention, Allied Rocky Mountain Independent Theatres, Cosmopolitan Hotel, Denver; May 14-15, spring board meeting, national Allied, Phillips Hotel, Kansas City; May 15-17, national equipment show and Drive-in Theatre Owners' convention, Municipal Building, Kansas City; May 21-23, mid-summer convention, Associated Theatre Owners of Indiana, French Lick Hotel, French Lick Springs, Ind.; Sept. 18-19, annual convention, West Virginia Allied Theatres' Association, Daniel Boone Hotel, Charleston, W. Va.; Oct. 28-29, fall board meeting, national Allied, Biltmore Hotel, New York; Oct. 30-Nov. 1, annual convention, national Allied, Biltmore Hotel, New York.

Also, Nov. 13-15, annual convention, Associated Theatre Owners of Indiana, Hotel Lincoln, Indianapolis; Nov. 26-27, annual convention, MPTO of Western Pennsylvania, William Penn Hotel, Pittsburgh; Nov. 27, annual convention, Independent Exhibitors, Inc. of New England, Boston; Dec. 10-12, annual convention, Allied Independent Theatre Owners of Wisconsin, Hotel Schroeder, Milwaukee.

5 Managerial Shifts In Dipson Circuit

BUFFALO, April 23.—There have been five managerial changes made in the Dipson circuit. Frank Bassett, who has been manager of the Bailey here has been transferred to Rochester to manage the Lyell. Frank Kennedy, formerly with the local Basil circuit, succeeds Bassett at the Bailey. Robert David is leaving the Lyell in Rochester to take over the Bradford in Bradford, Pa. Howard Shaffer is the new manager of the Star in Tonawanda. He managed the Abbott in Buffalo, where the new manager is Richard Moran.

Army, Navy 'Brass' at Republic Reception

Vice Admiral Oscar C. Badger, USN, Commander of the Eastern Sea Frontier; Lt. General Willis D. Crittenberger, USA, Commanding General, First Army, and Rear Admiral Louis B. Olson, Commander, Third Coast Guard District and Eastern Area, and their wives headed a group of military and naval officers attending a press reception here yesterday given by Republic Pictures for Brian Donlevy, Forrest Tucker and Ella Raines, stars of "Fighting Coast Guard."

Personal Mention

DAVID A. LIPTON, Universal Pictures vice-president in charge of advertising and publicity, arrived here last night from the Coast.

•

CLARENCE G. TAYLOR, who has acted as assistant to GUTHRIE F. CROWE, president of the Kentucky Association of Theatre Owners, for the past two years, has resigned his post to assume a new position outside the industry.

•

CHARLES HACKER, administrative assistant at Radio City Music Hall, and his bride, the former JEAN MACKENZIE, left here yesterday by plane for Hollywood on their honeymoon.

•

TED R. GAMBLE, head of Gamble Enterprises, has been appointed one of the 16 counselors assigned to advise the board of trustees of Smith College, Northampton, Mass.

•

EMERSON YORKE, producer, and MRS. YORKE have returned here after spending two months in the Virgin Islands and Puerto Rico.

•

MAURICE N. WOLF, field assistant to M-G-M's H. M. RICHEY, is scheduled to speak before the Alliance Club at Brattleboro, Vt., today.

•

W. A. SCULLY, Universal Pictures domestic sales consultant, is due to arrive here today from Florida.

DAVID BEZNOR, general counsel of the Colosseum of Motion Picture Salesmen of America, arrived here yesterday from Milwaukee.

•

JOHN J. SCULLY, Universal sales executive, and MRS. SCULLY announce the birth of a grandson to their daughter, NAN SCULLY DALTON. The baby will be named JAMES MICHAEL DALTON.

•

J. J. FITZGIBBONS, president of Famous Players Canadian Corp., has announced the engagement of his youngest son, ARTHUR, to JACQUELINE VIAU, of Ottawa.

•

WLILIAM B. ZOELLNER, M-G-M short subject and newsreel sales head, has returned here from a tour of South and Southwestern exchanges.

•

IRWIN MARGOLIES, film attorney, has left here by plane for Paris and will then go to the Near East.

•

ARMAND DEUTSCH, M-G-M producer, has arrived here from the Coast.

•

KENNETH MACKENNA, M-G-M studio story head, is due to arrive here Thursday from the Coast.

•

GOTTFRIED REINHARDT, Hollywood producer, is in New York from the Coast.

McEldowney to Film Life of Ghandi

Ken McEldowney, president of Oriental-Interanitonal Films, is planning to make a picture based on the life of Ghandi, the producer reported yesterday at a press interview here. That film, like "The River" which McEldowney completed recently, will be made in India in Technicolor, he said. McEldowney is in New York to make a distribution deal for "The River."

Here also is Jean Renoir, director of "The River," who said he will leave soon for Italy where he will direct a picture starring Anna Magnani.

Other pictures to be made in India by McEldowney are "Keddah" and "Monsoon," both in Technicolor.

Solomon Acquires 5 Theatres in South

NEW ORLEANS, April 23.—Ted Solomon of McComb, Mississippi, has taken over from L. C. Montgomery two theatres in Natchez, Mississippi; the Tiger in Baton Rouge, La.; the Palacraft at Pensacola, Fla., and the Bama of Mobile, Ala.

Promote Two Pictures

NEW ORLEANS, April 23.—Here on tours of the nation in advance of showings of new pictures were Jesse L. Lasky, associate producer of "The Great Caruso," and Morgan Hudgins, publicity representative of Metro-Goldwyn-Mayer studio in connection with "Quo Vadis." Both previews were largely attended by PTA groups, educators, members of the press, radio and Loew's officials.

Davis and Redgrave Named Best Players

Bette Davis won the title of best actress for her performance in "All About Eve" at the Cannes Motion Picture Festival, according to word received here from France. Honors announced listed "Eve" as recipient of the special jury prize. Best actor was Britain's Michael Redgrave, for his role in "The Browning Version."

The Grand Prix was shared by the Italian picture, "Miracle at Milan," and the Swedish entry, "Julie." "Miracle" was produced by Vittorio De Sica, who made "The Bicycle Thief." Luis Bunuel of Mexico was voted best producer for his "Los Olvidados." "Browning Version" won for its author, Terence Rattigan, the scenario award. Russia entered the honors list with the decor prize, awarded to S. Veskier for his sets in "Mussorgsky."

Gell Here on U.K. Distribution Deal

William J. Gell, chairman of Monarch Film Corp., London, arrived here by plane over the weekend for a 10-day visit, during which he reportedly will negotiate for British distribution of a substantial block of U. S. films.

Alperson in 7-Year Deal

HOLLYWOOD, April 23.—Edward L. Alperson and 20th Century-Fox have concluded a deal whereby all future productions of Alperson's will be distributed by 20th for the next seven years. All will be in color, in either Technicolor or SuperCinecolor.

U. S. Eases Up on Aluminum Use

WASHINGTON, April 23.—The National Production Authority has decided to permit the limited use of aluminum in May and June in film cans, certain cameras, advertising signs and a long list of other products in which aluminum was originally slated to be banned after May 1.

The NPA said that producers of these goods will be permitted in May and June to use 50 per cent as much aluminum as they used in the average month of the first half of 1950.

Meanwhile, sulphur producers told the NPA that uses of the chemical must be curtailed so that the supply will be channeled to more essential needs. They suggested that either the government ban the chemical in certain uses or take over allocating it. Sulphur is used in the manufacture of raw stock.

Pitts to Address Four Groups Next Month

Dick Pitts, editorial director of the Council of Motion Picture Organizations, faces a sizeable speaking schedule next month, these dates having already been set up: May 3, Philadelphia Motion Picture Preview Group, Warwick Hotel, Philadelphia; May 14, Better Films Council, Atlanta; May 14, Motion Picture Theatre Owners of Georgia annual convention, Atlanta; May 16, Motion Picture Council, Charlotte. Robert W. Coyne, COMPO general counsel, also will address the Georgia convention.

Three Governors at 'Santa Fe' Premiere

Governors of three states and leading civic and industrial figures from the area through which the Santa Fe Railroad runs will attend the premiere of Columbia's "Santa Fe" at the Midland Theatre, Kansas City, tomorrow night. Janis Carter, co-star with Randolph Scott in the Technicolor picture, will make a personal appearance.

Following the opening the film will have a multi-theatre break in the Kansas City area.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR
"FATHER'S LITTLE DIVIDEND"
A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

ROBERT MITCHUM • AVA GARDNER
MELVYN DOUGLAS in MY FORBIDDEN PAST
An RKO Radio Picture
in person FRANK SINATRA
EILEEN BARTON
JOE BUSHKIN and ORCH
TIM HERBERT & DON SAXON
EXTRA DAGMAR
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

INCREASED use of radio and billboard advertising is indicated for the new Technicolor picture, "On the Riviera," with special attention to music tieups and disc jockey cooperation. An estimated 250,000 lines of newspaper advertising, plus 10,000 radio spot announcements, more than 1,500,000 heralds, 100,000 window cards and 65,000 posters will be used in a national point-of-sale campaign scheduled for the Decoration Day mass premiere of the picture. The new Danny Kaye vehicle will be given this high-powered promotion in 141 key-city and sub-key situations, and 20th Century-Fox will share in the "co-op" newspaper advertising, on a 50-50 basis over and above the normal advertising budget of the local theatres, through at least two weeks in advance of the opening date.

•

Editorial comment on a theatre promotion in a big city newspaper is rare, but Knox Stracham accomplished it for the benefit of Columbia's "Valentino" at the Allen Theatre in Cleveland. He invited a score of girls from as many Cleveland high schools to bring their mothers to a special preview of the picture, and the *Cleveland Press* assigned a feature writer and a photographer to report the reaction of two generations to the Valentino story. It resulted in a fine publicity break and was followed by editorial comment on the way the Valentino magic had held its grip on the teenagers of the 20's.

•

Tens of thousands of posters prepared by the National Tea Bureau for the promotion of 20th Century-Fox's "Take Care of My Little Girl" will be displayed in independent and chain grocery stores in a further pre-selling campaign for the picture at the local level. The tieup will be heralded by the Tea Bureau in special mailings to its accounts throughout the country, timed to match the cooperation of thousands of grocer-exhibitor campaigns to benefit the national release in July.

•

Making a special appeal to millions of sports fans in the Metropolitan area, newspaper advertising for 20th Century-Fox's "Follow the Sun" is appearing daily in support of the film and its opening at the Roxy Theatre here tomorrow. The bombardment of newspaper sports pages will continue through the first week of the run, and will include advertising in the *Daily News, Daily Mirror, Times, Herald Tribune, World-Telegram and Sun, Journal American, Post* and *Morning Telegraph*. Ads feature a picture of Ben Hogan in action.

•

In the May 8 issue, which hit newsstands on Saturday, *Look Magazine* devoted its entire "Look Applauds" page to the story of Anne Neagle, top British star, and Herbert Wilcox, her producer-director husband. Th's is only the second time that *Look* has devoted this feature spot to one working team, such as the Wilcox-Neagle personal and professional association. Their great successes, from "Victoria the Great" to the current "Odette" have proven that theirs' is an ideal combination.

Review

"Sealed Cargo"

(RKO Pictures)

TO director Alfred Werker, executive producer Samuel Bischoff and producer Warren Duff go warm plaudits for a workmanlike job in producing a very lively and entertaining production in "Sealed Cargo," which was based on a screenplay written by Dale Van Emery, Oliver H. P. Garrett and Roy Huggins, based on the novel by Edmund Gilligan.

While the bad-boys portray the parts of Nazi U-boat seamen, and the heroes of the production are American deep-water fishermen, engaged during World War II, the piece is by no means a war-dated one in the narrow sense; its heavies might just as well be pirates or sea-smugglers.

The action gets started swiftly when Dana Andrews' whaler sights a shell-riddled Danish ship in the waters off Newfoundland, the crew having fled, leaving only the captain, Claude Rains, aboard. Believing the ship a victim of a U-boat, Andrews agrees to tow the vessel to a Newfoundland port, the destination of the whaler's sole passenger, Carla Balenda. During the voyage tension aboard the whaler mounts to fever pitch when it becomes apparent that one of the two Danish crewmen, Philip Dorn and Eric Feldary, is a Nazi agent.

In port, Andrews and Dorn, who prove to be loyal to the Allied cause, discover the vessel is actually a U-boat supply ship. In a rousing climax that should satisfy even the most action-hungry patrons, Andrews and his crew rescue Miss Balenda, who had been held as a hostage. They save the town, slay the Nazis, and blow the four-rigger and three U-boats to bits.

A large and expert cast plays the story very well. The picture's Nazis, from Captain Rains down to the lowest deck-hand, deserve especial praise for avoiding the cliches so often effected by screen Hitlerites. They're a credible lot, and include, besides those already mentioned, Onslow Stevens, Skip Homeier, Eric Feldary, J. M. Kerrigan, Arthur Shields, Morgan Farley, Dave Thursday, Henry Rowland, Charles A. Browne, Don Dillaway, Al Hill, Lee MacGregor, William Andrews, Richard Norris, Kathleen Ellis, Karen Norris, Harry Nancke.

Over 200,000,000 impressions in the public eye and mind will be made for 20th Century-Fox's "Take Care of My Little Girl," as a result of a giant tieup with Estate Stove Co., with large scale ads in national magazines, 70 key-city newspapers and a string of important trade papers. Full color ads will appear in the *Saturday Evening Post, Good Housekeeping, McCalls, Living, Woman's Day, Ladies' Home Journal* and *Better Homes and Gardens*. Trade publications include *Retailing Daily, Electrical Merchandising, National Furniture Review, Electrical Dealer, Butane-Propane News* and *LP Gas Magazine*.

•

Fifteen circuits, representing hundreds of theatres from Coast-to-Coast, will open with United Artists' "Queen for a Day" to set off a nationwide barrage of saturation playdates. Initial list includes Loew's, Warner's, RKO, Lucas and Jenkins, Shea, Interstate, Wometco, J. J. Parker and Wilby-Kincey. More circuit bookings are now being set, according to Max E. Youngstein, vice-president and national director of advertising, publicity and exploitation for United Artists. Mori Krushen, UA exploitation manager, is now setting field exploitation forces to cover key cities.

•

Every person residing in the Greater New York area who has taken the Grace Line Carribean cruise within the last several years will be invited by mail to see the new "This Is America" short subject, "Cruise Ship," at its New York premiere at Walter Reade's Park Avenue Theatre. Special window displays, posters and streamers will also be distributed by the shipping firm to all travel agencies, and the Grace Line will devote its Fifth Avenue window to the picture. It has arranged a similar display in the Railway Express and Thomas Cook Fifth Avenue agencies' windows. The tie-in with Grace Line was arranged by Sid Newman, co-manager of the Park Avenue Theatre.

—WALTER BROOKS

WB's Hippodrome To New Owners

CLEVELAND, April 23.—The Hippodrome Theatre, for many years operated by Warner Brothers as the main outlet here for its pictures, passes to its new owners, Herbert Scheftel and Alfred G. Burger, in July, at the expiration of the Warner lease. The building was purchased by Scheftel and Burger three years ago.

Sylvan S. Goldfinger, representing the owners, states that the present first-run policy will be continued at the theatre. Scheftel and Burger also own and operate the Telenews Theatre here.

Poll Film Patrons in '14 Hours' Contest

PHILADELPHIA, April 23.—Theatre patrons will be asked to decide an ending for a film in a stunt devised by Harold Seidenberg, general manager of the Fox Theatre here, for the run of "14 Hours," which opened Friday.

Both endings of the film will be shown at each performance with film goers invited to express their choice in a letter. Film critics of the city's newspapers will judge the best letters with $600 in cash prizes awarded to three best.

Detroit First-Runs Hit by Bus Strike

DETROIT, April 23.—A tieup of the city's transportation system due to a strike by bus and street car operators has caused a severe slump in box-office business, managers of downtown first-runs reporting that business has been "terrible" since the strike started on Saturday.

Neighborhood theatres on the other hand report business above average and drive-ins reported capacity crowds over the weekend.

Chances for an early settlement look dim.

McConnellQuestions Distributors' Appeal

CHICAGO, April 23.—Tom McConnell, attorney for the Milwaukee Towne Theatre, has filed a 148-page brief and argument in answer to an appeal in the $1,250,000 anti-trust suit won over a year ago against Loew's, Paramount, 20th-Fox, Warners, RKO and Columbia. The case will be heard May 17 in the Circuit Court of Appeals.

McConnell's brief makes five major points: (1) The Milwaukee zoning and clearance schedule was found by the trial court to have been created and maintained by a conspiracy and combination between defendants. This is illegal *per se* and there is substantial evidence in support of that finding.

(2) The defendant's conspiracy was exclusionary in its nature and designed to exclude the Towne from licensing first-run pictures from any of the defendants.

(3) There was conclusive evidence that the plaintiff was injured in its business as a result of the illegal system of release, and the evidence of damages was not incompetent or speculative, but was substantial evidence in support of the trial court's findings.

(4) The determination of a reasonable attorney's fee as required by statute was peculiarly within the discretion of the trial court and is not reviewable here.

(5) The provisions of the injunction decree were supported by the findings and were within the sound judicial discretion of the trial court.

Crompton Is Named Canadian Board Head

OTTAWA, April 23. — Maurice Crompton of Toronto has been named head of commercial distribution of motion pictures for the National Film Board of Canada. Patrick T. Boudreau has been named regional supervisor for Quebec, and Suzzana Barriete Barriere of Montreal was appointed officer in charge of information and screenings.

United Circuit Net Up

OTTAWA, April 23.—United Amusement Corp., Ltd., operating a circuit in Montreal, reports a net profit of $391,125 for 1950, compared with $386,187 in 1949. Current assets reached $1,003,145, against $763.199, with current liabilities rising to $230,-587, against $216,017. Working capital was listed at $872,558 against $547.182, and earned surplus at $1,-498,639, against $1,193,182.

Fabian Switches Policies

SCHENECTADY, N. Y., April 23.—Fabian's Plaza Theatre here will move from a second to a first run on Wednesday, and the Erie from a first to second run. City manager Richard Murphy announced the new policy will enable Fabian here to present more important pictures sooner. The Plaza was a first run for several years after opening in 1931.

Film for N. Y. Fund

"Father Knickerbocker's Community," starring Celeste Holm, will be shown in 300 theaters in this area beginning April 30, to aid The Greater New York Fund's 1951 campaign for $9,000,000.

The Thing That's Doing The Business is



Directed by
CHRISTIAN NYBY.
Screenplay by
Charles Lederer.
A Winchester Production.

Distributed by
RKO RADIO PICTURES

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HOWARD HAWKS' Asto



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***nding* MOTION PICTURE!**

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Mar. 18	(Mar. Releases) "M" David Wayne Howard DaSilva D—88 min. (Rev. 3/6/51) AL JENNINGS OF OKLAHOMA (Color) Dan Duryea Gale Storm O—79 min. (Rev. 1/17/51) TEXANS NEVER CRY Gene Autry O—70 min. (Rev. 3/9/51) FORT SAVAGE RAIDERS Charles Starrett Smiley Burnette O-54 min. (Rev. 3/15/51) MY TRUE STORY Helen Walker D—67 min. (Rev. 3/12/51) FLAME OF STAMBOUL Richard Denning D—68 min. (Rev. 3/6/51)	MY OUTLAW BROTHER Mickey Rooney Robert Preston O—82 min. (Rev. 2/6/51)	ROYAL WEDDING (Color) Fred Astaire Jane Powell MC—93 min. (Rev. 2/6/51)	GYPSY FURY Viveca Lindfors D	(Mar. Releases) SAMSON AND DELILAH (Color) Hedy Lamarr Victor Mature George Sanders D—128 min. (Rev. 10/21/49) THE MATING SEASON Gene Tierney John Lund Thelma Ritter C—101 min. (Rev. 1/10/51) THE REDHEAD AND THE COWBOY Glenn Ford Edmond O'Brien Rhonda Fleming O—60 min. (Rev. 12/7/50)	INSURANCE INVESTIGATOR Audrey Long Richard Denning D—60 min. (Rev. 3/22/51)	TARZAN'S PERIL Lex Barker Virginia Huston D—79 min. (Rev. 3/16/51)	(Mar. Releases) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D—80 min. (Rev. 3/9/51) LUCKY NICK CAIN George Raft Coleen Gray D—87 min. (Rev. 2/7/51) BIRD OF PARADISE (Color) Louis Jourdan Debra Paget D—100 min. (Rev. 3/12/51) OF MEN AND MUSIC (Concert Feature) M—85 min. (Rev. 11/27/50)		(Mar. Releases) THE GROOM WORE SPURS Ginger Rogers Jack Carson C—80 min. (Rev. 2/5/51) AIR CADET Stephen McNally Richard Long D—94 min. (115) (Rev. 2/19/51) ABBOTT AND COSTELLO MEET THE INVISIBLE MAN Bud Abbott Lou Costello C—82 min. (Rev. 3/7/51)	(Re-releases) DODGE CITY Errol Flynn Olivia De Havilland O—104 min. (017) (Rev. 4/4/39) VIRGINIA CITY Errol Flynn Miriam Hopkins O—121 min. (018) (Rev. 3/20/40) LULLABY OF BROADWAY (Color) Doris Day Gene Nelson MD—92 min. (Rev. 3/13/51)	
Mar. 25		GOLDEN SALAMANDER Trevor Howard Anouk D—94 min. (Rev. 3/20/51)		LION HUNTERS Johnny Sheffield D (5109)		HEART OF THE ROCKIES Roy Rogers Penny Edwards O—67 min. (Rev. 3/29/51)	THE THING Margaret Sheridan Kenneth Tobey D—87 min. (Rev. 4/6/51)					
Apr. 1		CIRCLE OF DANGER Ray Milland Marius Goring D—86 min. (Rev. 3/27/51)							Gloria Films— (I. G. Goldsmith) THE SCARF John Ireland Mercedes McCambridge D—86 min. (Rev. 3/19/51)			STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Apr. 8		SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min. BADMAN'S GOLD D	FATHER'S LITTLE DIVIDEND Spencer Tracy Elizabeth Taylor CD—82 min. (Rev. 2/21/51)	CANYON RAIDERS Whip Wilson O (5151)		THUNDER IN GOD'S COUNTRY Rex Allen Mary Ellen Kay O—67 min (5052) (Rev. 4/17/51)	KON-TIKI Thor Heyerdahl Doc—72 min. (Rev. 3/22/51)		(Rob't. Stillman) QUEEN FOR A DAY D—107 min. (Rev. 3/21/51)		RATON PASS Dennis Morgan Patricia Neal O—84 min. (021) (Rev. 2/27/51)	DANGER ZONE H. Beaumont Edward Brophy D (Release: 4/20/51)
Apr. 15	(Apr. Releases) VALENTINO (Color) Anthony Dexter Eleanor Parker D—105 min. (Rev. 2/16/51)	THE LONG DARK HALL Rex Harrison Lilli Palmer D—86 min. (Rev. 3/8/51)	SOLDIERS THREE Stewart Granger Walter Pidgeon CD—83 min. (Rev. 3/13/51)				MY FORBIDDEN PAST Ava Gardner Robert Mitchum D—81 min. (Rev. 3/21/51)	(Apr. Releases) YOU'RE IN THE NAVY NOW Gary Cooper Jane Greer CD—93 min. (Rev. 2/23/51)		(Apr. Releases) UP FRONT David Wayne Tom Ewell C—92 min. (Rev. 3/2/51)		
Apr. 22	SANTA FE (Color) Randolph Scott O—89 min. FURY OF THE CONGO Johnny Weissmuller D—69 min. (Rev. 2/20/51)	WHEN I GROW UP Robert Preston Martha Scott Bobby Driscoll D—90 min. (Rev. 4/13/51) OLIVER TWIST Robert Newton Alec Guinness D	THE GREAT CARUSO (Color) Mario Lanza Ann Blyth MD—109 min. (Rev. 4/13/51)		(Apr. Releases) MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50) QUEBEC (Color) Corinne Calvet Patric Knowles D—85 min. (5017) (Rev. 2/28/51) THE LEMON DROP KID Bob Hope Marilyn Maxwell CD—91 min. (5018) (Rev. 3/7/51)	FIGHTING COAST GUARD Brian Donlevy Ella Raines D	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D	I CAN GET IT FOR YOU WHOLESALE Susan Hayward Dan Dailey D—91 min. (Rev. 3/14/51)	(Sherrill Corwin) THE MAN FROM PLANET X Robert Clark D—78 min. (Rev. 3/13/51)	DOUBLE CROSSBONES (Color) Donald O'Connor C-76 min. (Rev. 11/20/50)	ONLY THE VALIANT Gregory Peck Barbara Payton O—105 min. (Rev. 3/6/51)	PIER 23 H. Beaumont Ann Savage D (Release: 4/27/51)
Apr. 29	(Reissue) REX, KING OF THE WILD HORSES O—66 min. (Rev. 3/14/47) WHIRLWIND Gene Autry O—70 min. (Rev. 4/6/51)	VOLCANO Anna Magnani D—110 min.	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C (5112)		BUCKAROO SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)		FOURTEEN HOURS Paul Douglas Richard Basehart D—92 min. (Rev. 3/1/51) KEFAUVER CRIME INVESTIGATION (News Feature) 52 min. (Rev. 3/28/51)	(Rob't. Stillman) TRY AND GET ME Kathleen Ryan Lloyd Bridges D—92 min. (Rev. 12/6/50)	MA AND PA KETTLE BACK ON THE FARM Marjorie Main Percy Kilbride C—80 min. (Rev. 3/23/51)		ROARING CITY H. Beaumont R. Travis D (Release: 5/4/51)
May 6	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51)	CAIRO ROAD Eric Portman D FIGHTING REBELS D		BLAZING BULLETS Johnny Mack Brown O—51 min. (5142)			MAD WITH MUCH HEART Ida Lupino Robert Ryan D		(Doug. Sirk) THE FIRST LEGION Charles Boyer Lyle Bettger D—86 min. (Rev. 4/11/51)		I WAS A COMMUNIST FOR THE FBI Frank Lovejoy D—83 min. (Rev. 4/19/51)	
May 13	WHEN THE REDSKINS RODE (Color) Jon Hall Mary Castle O—78 min.	THE HOODLUM D TWO GUYS AND A GAL Janis Page Robert Alda C	HOMETOWN STORY Donald Crisp Jeffrey Lynn Marjorie Reynolds D	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)	(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51)	IN OLD AMARILLO Roy Rogers Penny Edwards O HONEYCHILE (Color) Judy Canova Eddie Foy, Jr. MC WELLS FARGO GUNMASTER Allan "Rocky" Lane O	JUNGLE HEADHUNTERS (Color) Documentary	(May Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(Irving Allen) NEW MEXICO (Color) Lew Ayres Marilyn Maxwell D	(May Releases) THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51)		KENTUCKY JUBILEE J. Colonna J. Porter M—75 min. (Release: 5/18/51)
May 20	HER FIRST ROMANCE Margaret O'Brien Jimmy Hunt C—73 min. SMUGGLER'S GOLD Cameron Mitchell Amanda Blake D—64 min.		GO FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	ACCORDING TO MRS. HOYLE Spring Byington D—60 min. (5122)		FUGITIVE LADY Janis Paige Binnie Barnes D	HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D	ON THE RIVIERA (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51)	(S. P. Eagle) THE PROWLER Van Heflin Evelyn Keyes D—92 min.	KATIE DID IT Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51)	GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	
May 27	SNAKE RIVER DESPERADOES Charles Starrett Smiley Burnette O—54 min.			NEVADA BADMEN Whip Wilson O—58 min. (5152)				RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—96 min.	SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical (C) Comedy (O) Outdoor Action Pictures Numbers Are in Parentheses Where (Rev.) Motion Pictures Daily Review Date.

N.Y. Grosses

(*Continued from page* 1)

"Father's Little Dividend" a second week's gross equal to or topping the first week's excellent $138,000. A musical revue is on the Hall's stage.

Among the new films, "Valentino" at the Astor is doing the best business, with a heavy $36,000 in prospect for its first week. Also doing well is "The Brave Bulls" at the Rivoli, with a more than satisfactory $22,000 expected for the initial period.

Broadway's film and stage policy show houses report only fair business for the week. A good showing is being made by "Only the Valiant" at the Strand where a second week's gross of nearly $40,000 is expected. "The Mating Season" is closing a two-week run with a mild $47,000, following $54,000 in its initial week. "My Forbidden Past," with Frank Sinatra on stage will open there tomorrow.

"I Can Get It for You Wholesale" is down at the Roxy with a mild $52,000 due to a third and final week. "Follow the Sun," plus a stage revue, will open there tomorrow. The Capitol is changing bills on Thursday, with "The Bullfighter and the Lady" replacing "The Invisible Man," drawing about $30,000 for a second week.

Other openers are "The Sword of Monte Cristo" at the Mayfair and "Lucky Nick Cain" at the Globe. Both houses report the first week will bring in around $10,000, a modest figure.

"Up Front" is concluding a successful five weeks at Loew's State, though the final six-day stanza is tapering off to about $14,000. "The First Legion" will bow in there on Friday.

Two bright spots off Broadway continue to be the Sutton, where a third week of "Kon-Tiki" is adding up to a gross of $14,000 and the Trans Lux 52nd St., where "Teresa" in a third week is expected to draw $11,500. Both figures represent exceptional business.

The town's two reserved seat policy film houses, the Bijou and the Golden, are doing good business. "Tales of Hoffman" at the former is still at capacity in a third week, with another $15,500 gross due. "Cyrano de Bergerac" in its third week at the Golden following a moveover, expects a substantial $7,500 take.

The currently longest run on Broadway is still "Born Yesterday" at the Victoria. A wonderful $20,000 is estimated for its 18th week.

See $55,000 for 'Dividend'

CHICAGO, April 23.—The best thing in the Loop this weekend was "Father's Little Dividend" and a stage show at the Chicago. The duo should hit a good $55,000 for the first week.

The show preceding "Dividend" was Josephine Baker in person and "Lullaby of Broadway" on the screen. The combination took in $135,000, $65,000 the first week and $70,000 the second. This is the first time a second week outgrossed the first at the Chicago since "Going My Way."

New Releasing Unit

(*Continued from page* 1)

the aim of UGC to release here through Souvaine "the cream of European films." He said there was in France now a large-scale effort to find themes of international appeal so that native product would have greater earnings abroad.

Souvaine is currently forming a releasing network through personal reputation in key cities, Taylor declared. Pictures it already has for release are "Days of Our Years," "La Maternelle," "Rendezvous in July," "Diary of A Country Priest," "Three Telegrams."

Reviews

"Apache Drums"

(Universal-International)

THE FORMAT of Indians and white men in mortal combat is always a reliable one. In "Apache Drums" the formula is given a solid production treatment, including Technicolor. Against the background of Indian warfare there is projected a romantic triangle that involves Stephen McNally, Coleen Gray and Willard Parker.

Parker, as mayor of the frontier town of Spanish Boot, orders McNally to leave after he shoots a man. Unresponsive to vocal persuasion, McNally is ousted forcibly. In his travels McNally sees evidence that the Apaches are about to go on a rampage against the white men and immediately he turns back to warn the townsfolk. His words are taken lightly until an arrow-riddled stage coach comes along to vindicate him. Rivalry between Parker and McNally over Miss Gray continues fitfully. In order to show up the mayor, McNally persuades a band of men to go out with him and bring back desperately-needed water. This venture results in full warfare between the Indians and the white men. With McNally and the men safely back in town again, the real battle begins. The townspeople take refuge in a brick church building, which is attacked intermittenly. All night long braves throw themselves through the windows of the church in suicide attacks. As the battle rages, the number of remaining white men diminishes. Finally, at morning, the Indians burn down the church doors. When all looks lost, the sound of approaching U. S. soldiers is heard and the day is saved.

Since Parker dies a heroic death the way is paved romantically for McNally and Miss Gray. Val Lewton produced and Hugh Fregonese directed, from a screenplay by David Chandler.

Running time, 75 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

"Tokyo File 212"

(Breakston-McGowan Prod.—RKO Pictures)

AN anti-Communist espionage drama done in the cops-and-robbers manner, this George Breakston-Dorrell McGowan production was filmed entirely in Japan with the approval of the various U. S. and Japanese military authorities. The main stream of the dialogue is in English, but with the exception of stars Florence Marly and Robert Payton and one or two incidental players the cast is made up of Japanese. Dorrell and Stuart McGowan collaborated in preparing the screenplay and in directing. Breakston was the author of the original story, and C. Ray Stahl served as associate producer.

There is little subtlety and dramatic finesse in the unfolding of the story about the efforts of a U. S. Intelligence officer in smashing an underground cell of Communists in Tokyo in these days of the Korean war. However, to make up for such deficiencies there are provided some compelling glimpses into the workaday world of modern Tokyo, and the on-the-spot photography lands a distinct documentary flavor to the proceedings.

Peyton, the Intelligence officer, hires a mysterious lady, Miss Marly, as his secretary when he arrives in Tokyo. Together they learn that a former Jap suicide pilot, the son of a well-to-do industrialist is a key figure in the Red cell. A number of chases and a tragic ending for the Japanese boy and his sweetheart ultimately add up to exposure and capture of the Jap Communist leaders.

This picture should fare well at theatres which specialize in showing action film.

Running time, 84 minutes. General audience classification. For May release.

CHARLES L. FRANKE

"Gun Play"

(RKO Pictures)

TIM HOLT, aided by his cowpoke buddy Richard Martin, once again brings badmen to justice in "Gun Play." The two men, employes of rancher Joan Dixon, rally to the assistance of Harper Carter when his father (Robert Bice) is hanged on charges of robbing the town banker. Convinced that Bice was an honest man, Holt and his partner dig for the facts.

Their efforts at first are frustrated at every turn by the banker, Mauritz Hugo, and his henchmen, but finally pay off when they discover Hugo was once Bice's partner in a silver mine and had swindled him out of a fortune. Holt and Martin are jailed after their incriminating discovery. However, Carter engineers their escape in time to rescue Miss Dixon and capture Hugo in a mighty tame climax, with the villain in tow after a single right to the jaw. Miss Dixon adopts Carter who acquires the fortune bilked from his father.

Western fans are likely to find "Gun Play" a disappointment, mild in its action and routine in its story. There is, however, a sufficient exchange of bullets to give it an occasional lift. Herman Schlom produced and Lesley Selander, directed from a screenplay by Ed Earl Repp.

Running time, 61 minutes. General audience classification. Release date, not set.

Mrs. Ida Weill

Funeral services will be held this morning at the Campbell Funeral Home here for Mrs. Ida Weill, mother of Jules B. Weill, president of Masterpiece Productions. Mrs. Weill died in New York on Saturday.

Bright Spots Break In Cincinnati Area

CINCINNATI, April 23.—Although, with isolated exceptions, grosses for the past several months have inclined to the downside, a trade survey discloses a definite undercurrent of optimism for the months ahead. Many significant reasons are assigned for this change in exhibitor thinking, prominent among which are the present and potential government regulations and controls as applying to commodities for civilian use, which it is reasoned will lessen installment and credit buying, and, with the employment index at a high level, the resultant money in hand could well be diverted to the box-office.

Bingo Ban

Moreover, Bingo, long a major threat to the box-office here, particularly in the neighborhoods, is likely to be banned, as it has been in some other Ohio situations. In addition, the novelty of television appears to be wearing off, resulting in the former stay-at-homes now seeking their entertainment in the theatre.

Smith Winds Up

(*Continued from page* 1)

Charlotte; Mark Sheridan, Dallas; Tom Young, Memphis; William A. Briant, New Orleans, and Marion Osborne, Oklahoma City.

Smith will be in New Orleans on Wednesday, where he will present the Smith plaque to the exchange for winning the branch managers' testimonial last year, as well as the Spyros P. Skouras award for 1950. Smith is due back in the home office next Monday.

New Screen Faces

(*Continued from page* 1)

Frank Freeman said, "exhibitors have been emphasizing the need of new faces on their screens. Paramount recognizes this need and the constructive request on the part of theatremen. As we discover young people who have similar potentialities the membership of the 'Golden Circle' will be enlarged, and as members become box-office possibilities they will be graduated to stardom."

Freeman will fly to New York on Wednesday to attend the company's national sales meeting. Norman Siegel, studio advertising-publicity director, will fly East tomorrow.

Paramount's Adolph Zukor was present at the dinner in honor of the "Golden Circle" group. Zukor is credited with having developed the "star" system on which motion pictures were built.

To Show Easter Film

ALBANY, N. Y., April 23.—Comerford Theatres in Pennsylvania will show "Hill No. 1," an Easter show televised nationally under the sponsorship of the Family Rosary Crusade, with another film to be chosen, in two-hour package, Father Peyton said here today.

Stanley Ridges, Actor

WESTBROOK, Conn., April 23.—Stanley Charles Ridges, 59, stage, screen and television actor, died yesterday at his summer home. The widow, Mrs. Dorothea Crawford Ridges, and a daughter survive.



A Tip

"...DEFINITELY DANNY KA

WESTERN UNION

W. P. MARSHALL, PRESIDENT

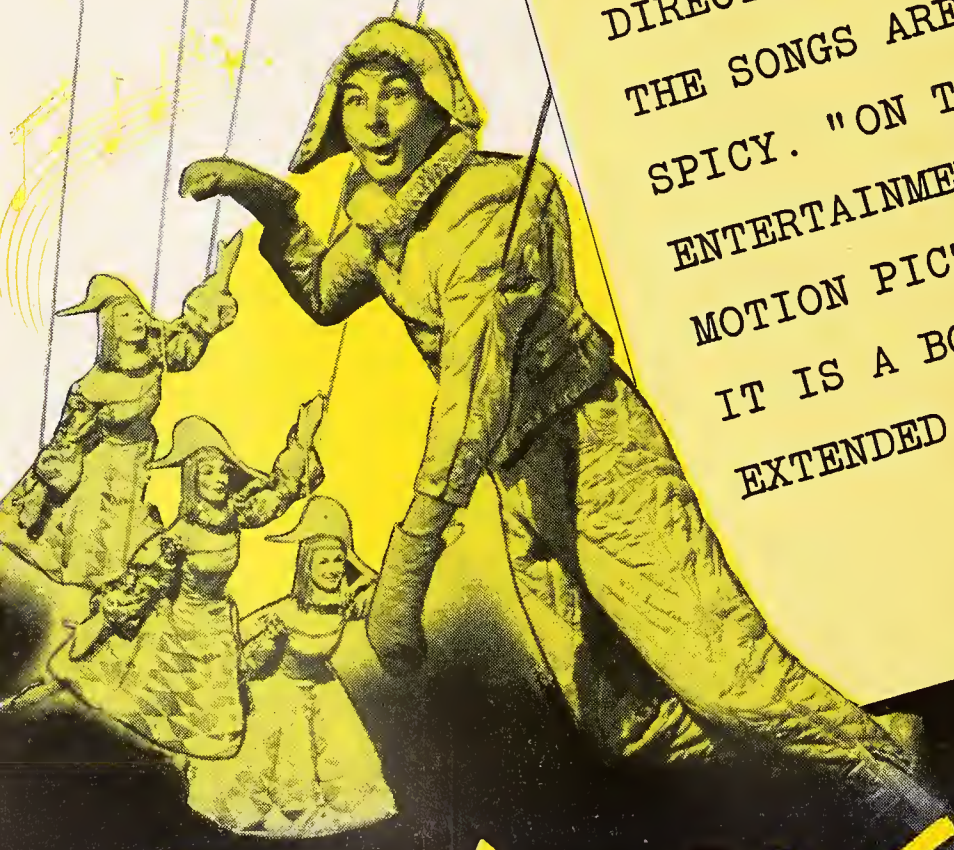
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WE SCREENED "ON THE RIVIERA" LAST NIGHT.
IT WAS UNANIMOUSLY AGREED BY ALL THAT
IT IS DEFINITELY DANNY KAYE'S GREATEST
PICTURE. THE STORY, THE COLOR, THE
DIRECTION AND THE CAST ARE FLAWLESS.
THE SONGS ARE CATCHY AND THE DIALOGUE
SPICY. "ON THE RIVIERA" IS 100 PERCENT
ENTERTAINMENT THROUGHOUT AND I AM SURE THE
MOTION PICTURE FANS WILL AGREE WITH US.
IT IS A BOXOFFICE NATURAL AND WILL HAVE
EXTENDED RUNS EVERYWHERE. REGARDS.

FRANK NEWMAN, President
Evergreen Theatres, Corp.
Seattle, Washington





DANNY KAYE

GENE TIERNEY ☆ CORINNE CALVET

On the

COLOR BY TECHNICOLOR

From a Top Showman!

...E'S GREATEST PICTURE!"

...ock musical comedy di-
...vertissement!" –*Daily Variety*!

"The greatest laughs we've heard in a theatre in many, many days!" –*Hollywood Reporter*!

"Top-ranking! Should do handsomely!" –*M. P. Daily*!



Riviera

with Marcel Dalio • Jean Murat • Henri Letondal

...roduced by SOL C. SIEGEL • Directed by WALTER LANG

Screen Play by VALENTINE DAVIES and PHOEBE and HENRY EPHRON

Based on a Play by Rudolph Lothar and Hans Adler • Adapted by Jessie Ernst

BE SURE TO BOOK
"WHY KOREA?"
Academy Award documentary!

There's No Business Like 20th CENTURY-FOX Business!

Asks Red Probers to Quiz Hedda Hopper

Washington, April 23.—Rep. Kearney, (R., N. Y.) a member of the House Committee on Un-American Activities, said he would ask the Committee to subpoena Hedda Hopper, Hollywood columnist, to enlarge on charges made in her radio broadcast last night that the Committee's current hearings are a "whitewashing" affair.

Loop Theatre Files $300,000 Trust Suit

CHICAGO, April 23.—Attorney Seymour Simon today filed a $300,000 anti-trust suit on behalf of the Monroe Theatre in the Loop against Balaban and Katz, Great States, Warner Theatres, RKO Theatres, Warners, RKO, Columbia, Paramount, Universal and United Artists. The Monroe, owned by James Jovan, claims it was denied of first run product from Dec. 1, 1947 to July 1, 1949.

Board to Hear Raibourn

Paul Raibourn, Paramount Pictures vice-president and executive in charge of the company's television affairs, will address the New York Film Board of Trade on May 9, it was announced here yesterday by Louis Nizer, counsel for the Film Board. Raibourn will speak on television and the motion picture industry.

MPAA Lauds House Probe

(*Continued from page* 1)

mittee Chairman John S. Wood (D., Ga.) at the opening of today's hearing. At this session, John Garfield, the only witness, stated flatly that he had never been a member of the Communist Party and that he had never to his knowledge joined or supported any Communist front organization.

At tomorrow's session the Committee is scheduled to hear Hollywood agent George Willner, screen writer Abe Polonsky, Lionel Stander, Morris Carnovsky and Marc Lawrence.

At the close of today's session Committee Counsel Frank Tavenner told reporters that the Committee had voted unanimously this morning to ask the House for arrest warrants for nine subpoenaed witnesses who are still missing. They are: Director Jack Berry, actress Karen Morley, writers Michael Uris, Fred Rinaldo, Hugo Butler, Lew Solomon, Leonardo Bercovici, Edward Huebsch and radio writer Georgia Bakus Alexander.

Corsi Details New Job Insurance Law

New York State Industrial Commissioner Edward Corsi made public yesterday an explanation of major changes made by the 1951 Legislature in the state's unemployment insurance system. Scheduled to take effect in stages from June 4 through Jan. 1, 1952, the changes will boost benefit payment for many workers.

Under the changes many employers will pay a lower tax to support the system, and some eventually may pay no tax, it was said.

After Dec. 31, 1951, workers filing new claims will receive benefits of as much as two-thirds of their weekly wages, as compared to one-half under the present system. The top payment to workers after Dec. 31, 1951, will be boosted from $26 to $30 per week.

The arbitrary 1.7 per cent minimum tax rate will be eliminated after 1951, Corsi explained, adding that employers with the most stable employment records eventually may pay no tax at all.

NJ Allied Meet Today

Discussions centering around plans for the annual convention next fall of National Allied top the agenda of the membership meeting which Allied of New Jersey will hold here today, Wilbur Snaper, president of the latter organization, reported yesterday. The New Jersey unit will be host to the delegates to the national convention.

Garfield

(*Continued from page* 1)

by Tavenner with a lengthy list of alleged participations in organizations which are now on the committee's guide to subversive organizations, in most instances he either flatly denied such participation or said he didn't recall supporting any of the groups.

Running all through Garfield's three hours of testimony was not only a persistent denial of his own association with any Communist front groups but just as persistent a denial of his knowledge of any Communists or any Communist activity in Hollywood. At one point he indicated that he thought the Hollywood jurisdictional strike was Communist-inspired but later proceeded to hedge this point.

Provokes Questioning

Garfield's stubborn insistence that he had never known a single Communist provoked long and intensive questioning from Republican committee members, who called the actor "naive" and said he had "an unintelligent approach to the problem." In spite of the fact that Garfield denied time after time that he had been affiliated with any of the Communist front organizations named by Tavenner, Rep. Potter (R., Mich.) asked him, "How can you have been affiliated with so many organizations that were used by the Party and have so little knowledge of them and how they worked?"

"I have never been affiliated with any group except the Democratic Party," Garfield said vehemently.

Rep. Jackson (R., Cal.) declared that he was "certaintly not satisfied" with Garfield's testimony, but Rep. Moulder (D., Mo.) lauded Garfield and said he was "clearly a loyal American citizen."

Chairman Wood also praised Garfield for his cooperation and appearance before the committee.

Garfield said "I appreciate the chance to avow my loyalty to the United States publicly and proudly. I will answer all questions put to me and I will not claim any Constitutional immunity. I am not and never have been a member of the Communist Party, nor do I believe in any of its theories. I detest Communism and all it stands for."

Nizer told the committee that his sole object was to offer documentary evidence in support of Garfield's testimony and at no time would he make any objection to any question asked.

In an attempt to document his long-time anti-Communist position, Garfield turned over to the committee minutes of the meetings of the Screen Actors Guild board of directors, of which he was a member for six years. The minutes were for meetings from 1945 until 1947 and covered what he called "the most important decision made at that time"—to go through the picket lines. He concurred in this decision, he said.

Under questioning by committee members Garfield said that although the minutes didn't show that the strike was Communist-inspired, the SAG "had it in mind" and so did he. Under continued questioning, however, he refused to call Communists the small group in the SAG who had voted against going through the picket lines, but said, "The best I can say is that they were against the majority opinion and in favor of the Conference of Studio Unions' position—which we weren't."

Seminar

(*Continued from page* 1)

of Motion Picture Exhibitors, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Pacific Coast Conference of Independent Theatre Owners and the Theatre Owners of America.

Mayer said he expected to be able to announce the names of the exhibitor and distribution representatives in a few days. He also said he expected word shortly from the Motion Picture Industry Council in Hollywood as to those attending the conference from production.

The place for the Coast discussion has not yet been selected, Mayer said. There is a possibility the sessions may extend beyond the two days now designated for the meeting, he added.

The COMPO executive added that the agenda for the conference is now being worked out from suggestions made by exhibitor organization heads. These suggestions, he said, cover all phases of exhibitor-producer relations and embrace so many subjects that the final program may be left for the decision of an exhibitor caucus in Hollywood before the conference opens.

"This meeting," Mayer said, "should mark a historic milestone in the industry's progress, for it will be the first time the three major branches of the business have sat down around a table to discuss their mutual problems. This exchange of ideas should be of inestimable value to our business and should bring about a better understanding between those who produce our pictures and those who market them."

Mayer explained that representation of the five exhibitor groups had to be limited to two delegates from each because a bigger attendance would make the meeting unwieldy.

"Everybody," he said, "wants a free and open discussion, and it was feared that to have a bigger attendance would prevent this."

Further details of the conference are being worked out between Mayer's office in New York and the Motion Picture Industry Council in Hollywood.



AFM Sets

(*Continued from page* 1)

sion, but Lippert said he has no present intention of entering that field.

The terms of the AFM contract require that the same number of musicians employed for the original scoring of each picture be employed, for the same number of hours, for re-scoring the same for television, and that the new sound-track actually be affixed to the print, although the original music need not necessarily be used. The recording fund, into which the five per cent sum obtained from television sales must be paid, is a financial reserve from which AFM derives monies used for charity and relief purposes.

Lippert's present plans call for selling to television only such pictures as have not recouped their original cost in theatrical exhibition. The terms are such, however, that he could sell any picture to television at any time he believed circumstances warranted.

AFM vice-president Phil Fischer, who represented AFM president James C. Petrillo in the contract negotiations, said the same proposition is open to any other producer.

Jack Warner Here

(*Continued from page* 1)

ner officials would confer on details of effecting divorcement of the company's exhibition operations from production-distribution under the terms of its consent decree with the government, although the company has more than two years remaining in which to complete the separation. It was believed likely that the conferences might include discussion of proposals for the transfer of ownership of Warner Theatres. The company over a period of time has effected a number of economies looking to post-divorcement operations.

A published report intimating possibility of a sale of unspecificed Warner property to television interests yesterday was described by a company spokesman as "without foundation."

New Holiday Theatre Opens Tonight; 'Five' Leads Off

Israel Zatkin was the portrait of a man doing many things simultaneously yesterday. Zatkin, president of the recently-formed Eye-Zee Amusement Corp., was busily supervising the renovation of the Holiday Theatre (formerly the Gotham) for the opening here tonight of Columbia's "Five."

Crews worked all through the night and will work all day today so that the house will be ready for tonight's premiere. The cost of the remodelling was estimated by Zatkin at $100,000. Zatkin, who officially leaves the Lane Theatre Circuit, where he was general manager, on April 30, will be managing director of the Holiday. He praised the cooperation he received from Motion Picture Operators Locol 306 as well as IATSE's Stagehands Union.

The theatre will run "first-run product of a high-quality type," Zatkin said. He said that negotiations were currently underway with major companies for pictures. Zatkin anticipated no difficulties in getting good product. He declared the Holiday was going to be "the kind of house the companies will be proud to come to."

Zatkin acquired a long term lease on the house from the Shubert interests. Although he has operated many theatres, the acquisition marks his first entry into the Broadway first-run field.

Notables to Attend Premiere Of 'Five' at Holiday Tonight

A full scale kleig-light premiere will be held at the Holiday Theatre on Broadway tonight for Columbia's "Five."

More than 400 seats have been reserved for invited notables to see the Arch Oboler written-produced-directed film about the only five people who live through a world catastrophe. Oboler came in from California for the event.

Among those expected to be present are Mrs. Wendell Wilkie, Morris Ernst, Carl Van Vechten, Hugh Baillie, Walter Davenport, Otto J. Tolischus, Walter Kaempffert, Leonard Lyons, Lawrence Perry and Radie Harris, Andre Baruch, Bea Wayne, Deems Taylor, Michael Abbott, Alfred de Leagre, Jr., Dave Kapp and Sherman Billingsley.

Wilson

(*Continued from page* 1)

budget which gives priority to rearmament over social services.

There was no immediate indication of a successor to Wilson, who has been prominent in recent years in government activities affecting the British film industry and its relations with the American industry. He had been expected to play a key part in the negotiations next summer of a new sterling conversion agreement with American film industry representatives.

Wilson also has been closely identified with such projects as Britain's National Film Finance Corp., founded to rescue British film production with Treasury funds but now in need of new financing itself; with the Eady plan for funneling a share of ticket prices to production; with the recently announced plan to set up three classes of production to be financed with public funds and with the increased entertainment tax proposed in the new budget. Only last week, Wilson said he was prepared to go to Washington in an effort to get increased allocations of American sulphur for Britain, a shortage of which is seriously impairing industry here.

Pioneers to Meet

The board meeting of the Motion Picture Pioneers, scheduled for last week, was postponed until Thursday because of the MacArthur Day celebration here. It will be held at the office of Jack Cohn, Columbia executive vice-president and president of the Pioneers.

Best Wishes to

ISRAEL ZATKIN

A Live Showman

☆

On the opening of

HOLIDAY THEATRE

The Talk of the Trade are the Interior Decorations of the

HOLIDAY THEATRE

ON BROADWAY

★

They are quiet, dignified and in perfect harmony with the new furnishings

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New York City

Broadway's
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first run theatre

The Holiday

has selected
as its premiere attraction

"FIVE"



Arch Oboler's
unusual drama of the
one woman and four men
who are the last
five people on earth

RELEASED BY COLUMBIA

FIRST SHOWINGS TOMORROW

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 79 NEW YORK, U. S. A., TUESDAY, APRIL 24, 1951 TEN CENTS

Plans Are Set For Seminar In Hollywood

30 Will Attend Meet On Production Problems

Plans for the industry's first widespread producer-exhibitor-distributor round-table discussion of production problems, to be held in Hollywood June 11-12, were announced here yesterday by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations.

The seminar, Mayer said, will be attended by representatives of the studios, delegates from each of the five exhibitor organizations now represented on the COMPO executive board, and by two representatives of distribution. It is expected 30 persons will attend the two-day sessions.

Exhibitor organizations to be represented at the meeting by two delegates each are the Allied States Association

(*Continued on page* 10)

B'way First Runs Mild; 'Dividend' Has Big 2nd Week

New York's first-runs rode with an even keel through the city's tumultuous welcome to General Douglas MacArthur last Friday, with most Broadway houses reporting that the event had little effect, one way or another, on the day's grosses. What business was lost during the procession apparently was recouped from the holiday-like crowds brought to the area.

One theatre, Radio City Music Hall, credited the MacArthur overflow and the Passover holiday for a splendid weekend take that will give

(*Continued on page* 7)

Wilson Resigns from British Cabinet

LONDON, April 23.—Harold Wilson joined the left-wing revolt in Britain's tottering Socialist government by resigning today as president of the Board of Trade. His resignation from Prime Minister Clement Attlee's cabinet followed that of Aneurin Bevan as Labor Minister in opposition to a

(*Continued on page* 11)

MPAA Commends House Group for Probing Reds

Never Was a 'Red:' Garfield

WASHINGTON, April 23.—Actor John Garfield denied to the House Un-American Activities Committee today that he is or ever had been a Communist and unequivocally answered all questions put to him by Committee members.

He was the sole witness of the day as the Committee resumed its hearings into Communist activities in Hollywood.

Accompanied by attorney Louis Nizer, Garfield told the Committee that he had never been approached by anyone to become a member of the Communist Party and that if such a thing had happened, "he would have run like hell."

Although Garfield was confronted

(*Continued on page* 10)

Paramount Boosts New Screen Faces

HOLLYWOOD, April 23.—At a press dinner given here tonight at the Paramount studio, the company announced the formation of a "Golden Circle" composed of 11 young players to be developed by the company for the purpose of meeting exhibitor demands for new personalities on the screen. The project is a successor to a similar "Golden Circle" presented in 1939, which included such then newcomers as William Holden, Susan Hayward, Evelyn Keyes, Robert Preston and Betty Field.

Paramount studio executive Y.

(*Continued on page* 7)

New Releasing Unit Sets Minimum of 12

The recently formed Souvaine Selective Pictures, Inc., will distribute in the U. S. this year a minimum of 12 foreign pictures acquired from Union Generale Cinematographique, a producer-distributor-exhibitor combine in France, Howard Taylor, executive vice-president of the former, declared here yesterday.

Jean de Vesins, representative of UGC, is currently here to iron out details of the new European-American film combine. He declared it will be

(*Continued on page* 7)

WASHINGTON, April 23.—The Motion Picture Association of America today assured the House Committee on Un-American Activities of its continued support in the current Hollywood hearings and told the Committee it was doing a valuable service for national security in smoking out Communism.

"We note with satisfaction," the MPAA declared in a letter written to the Committee, "the cooperative spirit of a number of witnesses who have bared the spotlight on Communists and their activities and we deplore the unresponsive attitude of other witnesses."

This was interpreted here by some observers as an indication that the industry will continue to employ witnesses who cooperate with the Committee and will not employ those who refuse to answer Committee questioning.

The MPAA's letter, signed by vice-president Joyce O'Hara, was read into the record without comment by Com-

(*Continued on page* 10)

Jack Warner Joins Conferences Here

Jack L. Warner, vice-president and studio head of Warner Brothers, arrived here from the Coast yesterday to join H. M. Warner, president, who has been in New York for the past several weeks, in conferences with Albert Warner, vice-president, and other home office executives.

A company spokesman deprecated published reports of lay-offs in studio and home office departments, stating that a negligible number were involved on both Coasts and that the action was without significance.

It was reported here that the War-

(*Continued on page* 11)

Smith Winds Up Nationwide Tour

DALLAS, April 23.—Winding up his tour of 20th Century-Fox exchange offices across the nation, Andy W. Smith, Jr., sales vice-president, met here today with branch managers of the Southern division on sales plans for the company's forthcoming lineup of product.

Attending the meeting were Harry Ballance, Southern division manager; Paul Wilson, assistant Southern division manager; branch managers Fred Dodson, Atlanta; John E. Holston,

(*Continued on page* 7)

AFM Sets A Pattern for TV Film Music

Producers Must Pay 5% From Gross Revenues

HOLLYWOOD, April 23.—The American Federation of Musicians has set the pattern for film producer payments of music royalties for motion pictures sold for telecasts.

Robert L. Lippert, head of Lippert Productions signed a precedental contract with the AFM establishing terms under which he is free to sell any or all Lippert pictures to television, regardless of when produced, after re-recording the music sound-track and on payment of five per cent of the gross revenue from such sale into the AFM's recording fund. Lippert said he will immediately begin preparing 26 older pictures for sale to video, but he does not intend to shunt any productions into television until they have exhausted their theatrical exhibition potentialities. The contract also covers pictures made directly for televi-

(*Continued on page* 11)

Admission Prices For Adults Up 73% Over Average

WASHINGTON, April 23.—The U. S. Bureau of Labor Statistics said adult admission prices in large cities were up again in the last quarter of 1950, but that prices for children held steady.

In the last three months of last year, the Bureau declared, the index of adult admission prices rose to 73.1 per cent above the 1935-39 average. This is the highest since the 73.7 per cent hit in March. It was down to 70.5 per cent in June and up to 71.3 per cent in September. Children's prices stayed at 58.2 per cent over the base period.

(*Continued on page* 3)

National Film Board Cops Five Awards

OTTAWA, April 23.—Mary Pickford presented the Canadian Film Awards for 1951 at the Odeon Theatre here before a capacity audience, including representatives of the diplomatic corps, government officials, and film producers.

Prizes were awarded for theatrical

(*Continued on page* 3)

12 Allied Meetings Set in the Field

WASHINGTON, April 23.—In addition to the several Allied States Association affiliates in the field which have held their 1951 conventions or other meetings so far this year, national Allied today listed a calendar of 12 Allied sessions scheduled to be held from now to the end of the year. Others are expected to be scheduled by additional groups later. Listed were dates as follows:

Five in May

May 7-8, annual convention, North Central Allied, Nicollet Hotel, Minneapolis; May 9-10, annual convention, Allied Rocky Mountain Independent Theatres, Cosmopolitan Hotel, Denver; May 14-15, spring board meeting, national Allied, Phillips Hotel, Kansas City; May 15-17, national equipment show and Drive-in Theatre Owners' convention, Municipal Building, Kansas City; May 21-23, mid-summer convention, Associated Theatre Owners of Indiana, French Lick Hotel, French Lick Springs, Ind.; Sept. 18-19, annual convention, West Virginia Allied Theatres' Association, Daniel Boone Hotel, Charleston, W. Va.; Oct. 28-29, fall board meeting, national Allied, Biltmore Hotel, New York; Oct. 30-Nov. 1, annual convention, national Allied, Biltmore Hotel, New York.

Also, Nov. 13-15, annual convention, Associated Theatre Owners of Indiana, Hotel Lincoln, Indianapolis; Nov. 26-27, annual convention, MPTO of Western Pennsylvania, William Penn Hotel, Pittsburgh; Nov. 27, annual convention, Independent Exhibitors, Inc. of New England, Boston; Dec. 10-12, annual convention, Allied Independent Theatre Owners of Wisconsin, Hotel Schroeder, Milwaukee.

5 Managerial Shifts In Dipson Circuit

BUFFALO, April 23.—There have been five managerial changes made in the Dipson circuit. Frank Bassett, who has been manager of the Bailey here has been transferred to Rochester to manage the Lyell. Frank Kennedy, formerly with the local Basil circuit, succeeds Bassett at the Bailey. Robert David is leaving the Lyell in Rochester to take over the Bradford in Bradford, Pa. Howard Shaffer is the new manager of the Star in Tonawanda. He managed the Abbott in Buffalo, where the new manager is Richard Moran.

Army, Navy 'Brass' at Republic Reception

Vice Admiral Oscar C. Badger, USN, Commander of the Eastern Sea Frontier; Lt. General Willis D. Crittenberger, USA, Commanding General, First Army, and Rear Admiral Louis B. Olson, Commander, Third Coast Guard District and Eastern Area, and their wives headed a group of military and naval officers attending a press reception here yesterday given by Republic Pictures for Brian Donlevy, Forrest Tucker and Ella Raines, stars of "Fighting Coast Guard."

Personal Mention

DAVID A. LIPTON, Universal Pictures vice-president in charge of advertising and publicity, arrived here last night from the Coast.

•

CLARENCE G. TAYLOR, who has acted as assistant to GUTHRIE F. CROWE, president of the Kentucky Association of Theatre Owners, for the past two years, has resigned his post to assume a new position outside the industry.

•

CHARLES HACKER, administrative assistant at Radio City Music Hall, and his bride, the former JEAN MACKENZIE, left here yesterday by plane for Hollywood on their honeymoon.

•

TED R. GAMBLE, head of Gamble Enterprises, has been appointed one of the 16 counselors assigned to advise the board of trustees of Smith College, Northampton, Mass.

•

EMERSON YORKE, producer, and MRS. YORKE have returned here after spending two months in the Virgin Islands and Puerto Rico.

•

MAURICE N. WOLF, field assistant to M-G-M's H. M. RICHEY, is scheduled to speak before the Alliance Club at Brattleboro, Vt., today.

•

W. A. SCULLY, Universal Pictures domestic sales consultant, is due to arrive here today from Florida.

DAVID BEZNOR, general counsel of the Colosseum of Motion Picture Salesmen of America, arrived here yesterday from Milwaukee.

•

JOHN J. SCULLY, Universal sales executive, and MRS. SCULLY announce the birth of a grandson to their daughter, NAN SCULLY DALTON. The baby will be named JAMES MICHAEL DALTON.

•

J. J. FITZGIBBONS, president of Famous Players Canadian Corp., has announced the engagement of his youngest son, ARTHUR, to JACQUELINE VIAU, of Ottawa.

•

WLILIAM B. ZOELLNER, M-G-M short subject and newsreel sales head, has returned here from a tour of South and Southwestern exchanges.

•

IRWIN MARGOLIES, film attorney, has left here by plane for Paris and will then go to the Near East.

•

ARMAND DEUTSCH, M-G-M producer, has arrived here from the Coast.

•

KENNETH MACKENNA, M-G-M studio story head, is due to arrive here Thursday from the Coast.

•

GOTTFRIED REINHARDT, Hollywood producer, is in New York from the Coast.

McEldowney to Film Life of Ghandi

Ken McEldowney, president of Oriental-Interanitonal Films, is planning to make a picture based on the life of Ghandi, the producer reported yesterday at a press interview here. That film, like "The River" which McEldowney completed recently, will be made in India in Technicolor, he said. McEldowney is in New York to make a distribution deal for "The River."

Here also is Jean Renoir, director of "The River," who said he will leave soon for Italy where he will direct a picture starring Anna Magnani.

Other pictures to be made in India by McEldowney are "Keddah" and "Monsoon," both in Technicolor.

Solomon Acquires 5 Theatres in South

NEW ORLEANS, April 23.—Ted Solomon of McComb, Mississippi, has taken over from L. C. Montgomery two theatres in Natchez, Mississippi: the Tiger in Baton Rouge, La.; the Palacraft at Pensacola, Fla., and the Bama of Mobile, Ala.

Promote Two Pictures

NEW ORLEANS, April 23.—Here on tours of the nation in advance of showings of new pictures were Jesse L. Lasky, associate producer of "The Great Caruso," and Morgan Hudgins, publicity representative of Metro-Goldwyn-Mayer studio in connection with "Quo Vadis." Both previews were largely attended by PTA groups, educators, members of the press, radio and Loew's officials.

Davis and Redgrave Named Best Players

Bette Davis won the title of best actress for her performance in "All About Eve" at the Cannes Motion Picture Festival, according to word received here from France. Honors announced listed "Eve" as recipient of the special jury prize. Best actor was Britain's Michael Redgrave, for his role in "The Browning Version."

The Grand Prix was shared by the Italian picture, "Miracle at Milan," and the Swedish entry, "Julie." "Miracle" was produced by Vittorio De Sica, who made "The Bicycle Thief." Luis Bunuel of Mexico was voted best producer for his "Los Olvidados." "Browning Version" won for its author, Terence Rattigan, the scenario award. Russia entered the honors list with the decor prize, awarded to S. Veskier for his sets in "Mussorgsky."

Gell Here on U.K. Distribution Deal

William J. Gell, chairman of Monarch Film Corp., London, arrived here by plane over the weekend for a 10-day visit, during which he reportedly will negotiate for British distribution of a substantial block of U. S. films.

Alperson in 7-Year Deal

HOLLYWOOD, April 23.—Edward L. Alperson and 20th Century-Fox have concluded a deal whereby all future productions of Alperson's will be distributed by 20th for the next seven years. All will be in color, in either Technicolor or SuperCinecolor.

U. S. Eases Up on Aluminum Use

WASHINGTON, April 23.—The National Production Authority has decided to permit the limited use of aluminum in May and June in film cans, certain cameras, advertising signs and a long list of other products in which aluminum was originally slated to be banned after May 1.

The NPA said that producers of these goods will be permitted in May and June to use 50 per cent as much aluminum as they used in the average month of the first half of 1950.

Meanwhile, sulphur producers told the NPA that uses of the chemical must be curtailed so that the supply will be channeled to more essential needs. They suggested that either the government ban the chemical in certain uses or take over allocating it. Sulphur is used in the manufacture of raw stock.

Pitts to Address Four Groups Next Month

Dick Pitts, editorial director of the Council of Motion Picture Organizations, faces a sizeable speaking schedule next month, these dates having already been set up: May 3, Philadelphia Motion Picture Preview Group, Warwick Hotel, Philadelphia; May 14, Better Films Council, Atlanta; May 14, Motion Picture Theatre Owners of Georgia annual convention, Atlanta; May 16, Motion Picture Council, Charlotte. Robert W. Coyne, COMPO general counsel, also will address the Georgia convention.

Three Governors at 'Santa Fe' Premiere

Governors of three states and leading civic and industrial figures from the area through which the Santa Fe Railroad runs will attend the premiere of Columbia's "Santa Fe" at the Midland Theatre, Kansas City, tomorrow night. Janis Carter, co-star with Randolph Scott in the Technicolor picture, will make a personal appearance.

Following the opening the film will have a multi-theatre break in the Kansas City area.

NEW YORK THEATRES

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"FATHER'S LITTLE DIVIDEND"
A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

ROBERT MITCHUM • AVA GARDNER
MELVYN DOUGLAS in MY FORBIDDEN PAST
An RKO Radio Picture
in person FRANK SINATRA
EILEEN BARTON
JOE BUSHKIN and ORCH
TIM HERBERT & DON SAXON
EXTRA DAGMAR
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

INCREASED use of radio and billboard advertising is indicated for the new Technicolor picture, "On the Riviera," with special attention to music tieups and disc jockey cooperation. An estimated 250,000 lines of newspaper advertising, plus 10,000 radio spot announcements, more than 1,500,000 heralds, 100,000 window cards and 65,000 posters will be used in a national point-of-sale campaign scheduled for the Decoration Day mass premiere of the picture. The new Danny Kaye vehicle will be given this high-powered promotion in 141 key-city and sub-key situations, and 20th Century-Fox will share in the "co-op" newspaper advertising, on a 50-50 basis over and above the normal advertising budget of the local theatres, through at least two weeks in advance of the opening date.

•

Editorial comment on a theatre promotion in a big city newspaper is rare, but Knox Stracham accomplished it for the benefit of Columbia's "Valentino" at the Allen Theatre in Cleveland. He invited a score of girls from as many Cleveland high schools to bring their mothers to a special preview of the picture, and the *Cleveland Press* assigned a feature writer and a photographer to report the reaction of two generations to the Valentino story. It resulted in a fine publicity break and was followed by editorial comment on the way the Valentino magic had held its grip on the teenagers of the 20's.

•

Tens of thousands of posters prepared by the National Tea Bureau for the promotion of 20th Century-Fox's "Take Care of My Little Girl" will be displayed in independent and chain grocery stores in a further pre-selling campaign for the picture at the local level. The tieup will be heralded by the Tea Bureau in special mailings to its accounts throughout the country, timed to match the cooperation of thousands of grocer-exhibitor campaigns to benefit the national release in July..

•

Making a special appeal to millions of sports fans in the Metropolitan area, newspaper advertising for 20th Century-Fox's "Follow the Sun" is appearing daily in support of the film and its opening at the Roxy Theatre here tomorrow. The bombardment of newspaper sports pages will continue through the first week of the run, and will include advertising in the *Daily News, Daily Mirror, Times, Herald Tribune, World-Telegram and Sun, Journal American, Post* and *Morning Telegraph.*

•

In the May 8 issue, which hit newsstands on Saturday, *Look Magazine* devoted its entire "Look Applauds" page to the story of Anne Neagle, top British star, and Herbert Wilcox, her producer-director husband. This is only the second time that *Look* has devoted this feature spot to one working team, such as the Wilcox-Neagle personal and professional association. Their great successes, from "Victoria the Great" to the current "Odette" have proven that theirs' is an ideal combination.

—WALTER BROOKS

Review

"Sealed Cargo"

(RKO Pictures)

TO director Alfred Werker, executive producer Samuel Bischoff and producer Warren Duff go warm plaudits for a workmanlike job in producing a very lively and entertaining production in "Sealed Cargo," which was based on a screenplay written by Dale Van Emery, Oliver H. P. Garrett and Roy Huggins, based on the novel by Edmund Gilligan.

While the bad-boys portray the parts of Nazi U-boat seamen, and the heroes of the production are American deep-water fishermen, engaged during World War II, the piece is by no means a war-dated one in the narrow sense; its heavies might just as well be pirates or sea-smugglers.

The action gets started swiftly when Dana Andrews' whaler sights a shell-riddled Danish ship in the waters off Newfoundland, the crew having fled, leaving only the captain, Claude Rains, aboard. Believing the ship a victim of a U-boat, Andrews agrees to tow the vessel to a Newfoundland port, the destination of the whaler's sole passenger, Carla Balenda. During the voyage tension aboard the whaler mounts to fever pitch when it becomes apparent that one of the two Danish crewmen, Philip Dorn and Eric Feldary, is a Nazi agent.

In port, Andrews and Dorn, who prove to be loyal to the Allied cause, discover the vessel is actually a U-boat supply ship. In a rousing climax that should satisfy even the most action-hungry patrons, Andrews and his crew rescue Miss Balenda, who had been held as a hostage. They save the town, slay the Nazis, and blow the four-rigger and three U-boats to bits.

A large and expert cast plays the story very well. The picture's Nazis, from Captain Rains down to the lowest deck-hand, deserve especial praise for avoiding the cliches so often effected by screen Hitlerites. They're a credible lot, and include, besides those already mentioned, Onslow Stevens, Skip Homeier, Eric Feldary, J. M. Kerrigan, Arthur Shields, Morgan Farley, Dave Thursday, Henry Rowland, Charles A. Browne, Don Dillaway, Al Hill, Lee MacGregor, William Andrews, Richard Norris, Kathleen Ellis, Karen Norris, Harry Nancke.

New Sopeg Election Rejected by Seven

The seven film companies represented at a conference here yesterday before a National Labor Relations Board examiner unanimously rejected a proposal by the Screen Office and Professional Employes Guild (DPOWA, District No. 65) that a consent agreement be entered into for the holding of broad-scale elections to determine collective bargaining representation for "white collar" workers at home offices.

Company Attorneys

Some 30 attorneys and personnel managers for Loew's, 20th Century-Fox, Columbia, United Artists, RKO Pictures, RKO Theatres and National Screen Service took the position that the companies already have contracts with SOPEG and that therefore there would be no point in their consenting to elections.

Since the validity of SOPEG contracts held by District No. 65 has been questioned by the NLRB, the union has sought elections to clear up that point. District No. 65 "inherited" the contracts from the former United Office and Professional Workers of America, and the companies apparently are willing to recognize their agreements with SOPEG without accepting the new parent union as the holder of the contracts.

Next Move

District No. 65's next move is expected to be for separate negotiations with the individual companies. A formal NLRB hearing will be held here today, meanwhile, on the bid of IATSE Motion Picture Home Office Employes Local No. H-63 for elections at the Paramount home office and the Loew's and 20th-Fox New York exchanges. H-63 is attempting to win those shops away from SOPEG.

Detroit First-Runs Hit by Bus Strike

DETROIT, April 23.—A tieup of the city's transportation system due to a strike by bus and street car operators has caused a severe slump in box-office business, managers of downtown first-runs reporting that business has been "terrible" since the strike started on Saturday.

Canadian Awards

(Continued from page 1)

and non-theatrical classes, including prizes for photography, comedy, animation and musical scores.

The National Film Board captured five awards and others went to Associated Screen News, motion picture branch of Quebec, and the University of Toronto Film Society.

A special award was given to Ernest Ouimet, 74, of Montreal, for outstanding contributions to the motion picture field. He produced the first Canadian newsreel and operated the first deluxe theatre in Canada, opening in Montreal in 1906.

D. R. Michener, board chairman of the Canadian Film Awards, disclosed the infant industry here produced 25 features last year of the 1,400 shown, with 20 film production companies now operating in Canada.

Leon Shelly, of the Association of Motion Picture Producers and Laboratories of Canada, announced a special prize established for amateur film producers.

Admission Prices

(Continued from page 1)

The recent high was 63.7 per cent at the end of 1949. The recent low was 57.3 per cent in June 1950.

The combined adult-child index rose in the last quarter from 169.5 per cent of the base figure at the end of September to 171.0 per cent at the end of December. The highest point yet hit by the combined index was 171.9 per cent, reached most recently in March 1950.

McConnellQuestions Distributors' Appeal

CHICAGO, April 23.—Tom McConnell, attorney for the Milwaukee Towne Theatre, has filed a 148-page brief and argument in answer to an appeal in the $1,250,000 anti-trust suit won over a year ago against Loew's, Paramount, 20th-Fox, Warners, RKO and Columbia. The case will be heard May 17 in the Circuit Court of Appeals.

McConnell's brief makes five major points: (1) The Milwaukee zoning and clearance schedule was found by the trial court to have been created and maintained by a conspiracy and combination between defendants. This is illegal *per se* and there is substantial evidence in support of that finding.

(2) The defendant's conspiracy was exclusionary in its nature and designed to exclude the Towne from licensing first-run pictures from any of the defendants.

(3) There was conclusive evidence that the plaintiff was injured in its business as a result of the illegal system of release, and the evidence of damages was not incompetent or speculative, but was substantial evidence in support of the trial court's findings.

(4) The determination of a reasonable attorney's fee as required by statute was peculiarly within the discretion of the trial court and is not reviewable here.

(5) The provisions of the injunction decree were supported by the findings and were within the sound judicial discretion of the trial court.

Crompton Is Named Canadian Board Head

OTTAWA, April 23. — Maurice Crompton of Toronto has been named head of commercial distribution of motion pictures for the National Film Board of Canada. Patrick T. Boudreau has been named regional supervisor for Quebec, and Suzzana Barriete Barriere of Montreal was appointed officer in charge of information and screenings.

United Circuit Net Up

OTTAWA, April 23.—United Amusement Corp., Ltd., operating a circuit in Montreal, reports a net profit of $391,125 for 1950, compared with $386,187 in 1949. Current assets reached $1,003,145, against $763,199, with current liabilities rising to $230,587, against $216,017. Working capital was listed at $872,558 against $547,182, and earned surplus at $1,498,639, against $1,193,182.

Fabian Switches Policies

SCHENECTADY, N. Y., April 23.—Fabian's Plaza Theatre here will move from a second to a first run on Wednesday, and the Erie from a first to second run. City manager Richard Murphy announced the new policy will enable Fabian here to present more important pictures sooner. The Plaza was a first run for several years after opening in 1931.

Film for N. Y. Fund

"Father Knickerbocker's Community," starring Celeste Holm, will be shown in 300 theaters in this area beginning April 30, to aid The Greater New York Fund's 1951 campaign for $9,000,000.

The Thing That's Doing The Business is



Directed by
CHRISTIAN NYBY.
Screenplay by
Charles Lederer.
A Winchester Production.

Distributed by
RKO RADIO PICTURES

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HOWARD HAWKS' Astou



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nding MOTION PICTURE!

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Mar. 18	(Mar. Releases) "M" David Wayne Howard DaSilva D—88 min. (Rev. 3/6/51) AL JENNINGS OF OKLAHOMA (Color) Dan Duryea Gale Storm O—79 min. (Rev. 1/17/51) TEXANS NEVER CRY Gene Autry O—70 min. (Rev. 3/9/51) FORT SAVAGE RAIDERS Charles Starrett Smiley Burnette O-54 min. (Rev. 3/15/51) MY TRUE STORY Helen Walker D—67 min. (Rev. 3/12/51) FLAME OF STAMBOUL Richard Denning D—68 min. (Rev. 3/6/51)	MY OUTLAW BROTHER Mickey Rooney Robert Preston O—82 min. (Rev. 2/6/51)	ROYAL WEDDING (Color) Fred Astaire Jane Powell MC—93 min. (Rev. 2/6/51)	GYPSY FURY Viveca Lindfors D	(Mar. Releases) SAMSON AND DELILAH (Color) Hedy Lamarr Victor Mature George Sanders D—128 min. (Rev. 10/21/49) THE MATING SEASON Gene Tierney John Lund Thelma Ritter C—101 min. (Rev. 1/10/51) THE REDHEAD AND THE COWBOY Glenn Ford Edmond O'Brien Rhonda Fleming O—60 min. (Rev. 12/7/50)	INSURANCE INVESTIGATOR Audrey Long Richard Denning D—60 min. (Rev. 3/22/51) HEART OF THE ROCKIES Roy Rogers Penny Edwards O—67 min. (Rev. 3/29/51)	TARZAN'S PERIL Lex Barker Virginia Huston D—79 min. (Rev. 3/16/51) THE THING Margaret Sheridan Kenneth Tobey D—87 min. (Rev. 4/6/51)	(Mar. Releases) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D—80 min. (Rev. 3/9/51) LUCKY NICK CAIN George Raft Coleen Gray D—87 min. (Rev. 2/7/51) BIRD OF PARADISE (Color) Louis Jourdan Debra Paget D—100 min. (Rev. 3/12/51) OF MEN AND MUSIC (Concert Feature) M—85 min. (Rev. 11/27/50)	Gloria Films— (I. G. Goldsmith) THE SCARF John Ireland Mercedes McCambridge D—86 min. (Rev. 3/19/51) (Rob't. Stillman) QUEEN FOR A DAY D—107 min. (Rev. 3/21/51)	(Mar. Releases) THE GROOM WORE SPURS Ginger Rogers Jack Carson C—80 min. (Rev. 2/5/51) AIR CADET Stephen McNally Richard Long D—94 min. (115) (Rev. 2/19/51) ABBOTT AND COSTELLO MEET THE INVISIBLE MAN Bud Abbott Lou Costello C—82 min. (Rev. 3/7/51)	(Re-releases) DODGE CITY Errol Flynn Olivia De Havilland O—104 min. (017) (Rev. 4/4/39) VIRGINIA CITY Errol Flynn Miriam Hopkins O—121 min. (018) (Rev. 3/20/40) LULLABY OF BROADWAY (Color) Doris Day Gene Nelson MD—92 min. (Rev. 3/13/51)	
Mar. 25		GOLDEN SALAMANDER Trevor Howard Anouk D—94 min. (Rev. 3/20/51)		LION HUNTERS Johnny Sheffield D (5109)			THE THING Margaret Sheridan Kenneth Tobey D—87 min. (Rev. 4/6/51)	LUCKY NICK CAIN George Raft Coleen Gray D—87 min. (Rev. 2/7/51) BIRD OF PARADISE (Color) Louis Jourdan Debra Paget D—100 min. (Rev. 3/12/51) OF MEN AND MUSIC (Concert Feature) M—85 min. (Rev. 11/27/50)				
Apr. 1		CIRCLE OF DANGER Ray Milland Marius Goring D—86 min. (Rev. 3/27/51)										STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Apr. 8		SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min. BADMAN'S GOLD D	FATHER'S LITTLE DIVIDEND Spencer Tracy Elizabeth Taylor CD—82 min. (Rev. 2/21/51)	CANYON RAIDERS Whip Wilson O (5151)		THUNDER IN GOD'S COUNTRY Rex Allen Mary Ellen Kay O—67 min (5052) (Rev. 4/17/51)	KON-TIKI Thor Heyerdahl Doc—72 min. (Rev. 3/22/51)				RATON PASS Dennis Morgan Patricia Neal O—84 min. (021) (Rev. 2/27/51)	
Apr. 15	(Apr. Releases) VALENTINO (Color) Anthony Dexter Eleanor Parker D—105 min. (Rev. 2/16/51)	THE LONG DARK HALL Rex Harrison Lilli Palmer D—86 min. (Rev. 3/8/51)	SOLDIERS THREE Stewart Granger Walter Pidgeon CD—83 min. (Rev. 3/13/51)				MY FORBIDDEN PAST Ava Gardner Robert Mitchum D—81 min. (Rev. 3/21/51)	(Apr. Releases) YOU'RE IN THE NAVY NOW Gary Cooper Jane Greer CD—93 min. (Rev. 2/23/51)		(Apr. Releases) UP FRONT David Wayne Tom Ewell C—92 min. (Rev. 3/2/51)		
Apr. 22	SANTA FE (Color) Randolph Scott O—89 min. FURY OF THE CONGO Johnny Weissmuller D—69 min. (Rev. 2/20/51)	WHEN I GROW UP Robert Preston Martha Scott Bobby Driscoll D—90 min. (Rev. 4/13/51) OLIVER TWIST Robert Newton Alec Guinness D	THE GREAT CARUSO (Color) Mario Lanza Ann Blyth MD—109 min. (Rev. 4/13/51)		(Apr. Releases) MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50) QUEBEC (Color) Corinne Calvet Patric Knowles D—85 min. (5017) (Rev. 2/28/51) THE LEMON DROP KID Bob Hope Marilyn Maxwell CD—91 min. (5018) (Rev. 3/7/51)	FIGHTING COAST GUARD Brian Donlevy Ella Raines D	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D	I CAN GET IT FOR YOU WHOLESALE Susan Hayward Dan Dailey D—91 min. (Rev. 3/14/51) FOURTEEN HOURS Paul Douglas Richard Basehart D—92 min. (Rev. 3/1/51) KEFAUVER CRIME INVESTIGATION (News Feature) 52 min. (Rev. 3/28/51)	(Sherrill Corwin) THE MAN FROM PLANET X Robert Clark D—76 min. (Rev. 3/13/51) (Rob't. Stillman) TRY AND GET ME Kathleen Ryan Lloyd Bridges D—92 min. (Rev. 12/6/50)	DOUBLE CROSSBONES (Color) Donald O'Connor C-76 min. (Rev. 11/20/50) MA AND PA KETTLE BACK ON THE FARM Marjorie Main Percy Kilbride C—80 min. (Rev. 3/23/51)	ONLY THE VALIANT Gregory Peck Barbara Payton O—105 min. (Rev. 3/6/51)	PIER 23 H. Beaumont Ann Savage D (Release: 4/27/51)
Apr. 29	(Reissue) REX, KING OF THE WILD HORSES O—66 min. (Rev. 3/14/47) WHIRLWIND Gene Autry O—70 min. (Rev. 4/6/51)	VOLCANO Anna Magnani D—110 min.	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C (5112)		FIGHTING COAST GUARD Brian Donlevy Ella Raines D BUCKAROO SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)						ROARING CITY H. Beaumont R. Travis D (Release: 5/4/51)
May 6	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51)	CAIRO ROAD Eric Portman D FIGHTING REBELS D		BLAZING BULLETS Johnny Mack Brown O—51 min. (5142)			MAD WITH MUCH HEART Ida Lupino Robert Ryan D		(Doug. Sirk) THE FIRST LEGION Charles Boyer Lyle Bettger D—86 min. (Rev. 4/11/51)		I WAS A COMMUNIST FOR THE FBI Frank Lovejoy D—83 min. (Rev. 4/19/51)	
May 13	WHEN THE REDSKINS RODE (Color) Jon Hall Mary Castle O—78 min.	THE HOODLUM D TWO GUYS AND A GAL Janis Page Robert Alda C	HOMETOWN STORY Donald Crisp Jeffrey Lynn Marjorie Reynolds D	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)	(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51) THE LAST OUTPOST (Color) Ronald Reagan Rhonda Fleming D—87 min. (Rev. 4/17/51)	IN OLD AMARILLO Roy Rogers Penny Edwards O HONEYCHILE (Color) Judy Canova Eddie Foy, Jr. MC WELLS FARGO GUNMASTER Allan "Rocky" Lane O	JUNGLE HEADHUNTERS (Color) Documentary	(May Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(Irving Allen) NEW MEXICO (Color) Lew Ayres Marilyn Maxwell D	(May Releases) THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51)		KENTUCKY JUBILEE J. Colonna J. Porter M—75 min. (Release: 5/18/51)
May 20	HER FIRST ROMANCE Margaret O'Brien Jimmy Hunt C—73 min. SMUGGLER'S GOLD Cameron Mitchell Amanda Blake D—64 min.		GO FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	ACCORDING TO MRS. HOYLE Spring Byington D—60 min. (5122)		FUGITIVE LADY Janis Paige Binnie Barnes D	HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D	ON THE RIVIERA (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51)	(S. P. Eagle) THE PROWLER Van Heflin Evelyn Keyes D—92 min.	KATIE DID IT Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51)	GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	
May 27	SNAKE RIVER DESPERADOES Charles Starrett Smiley Burnette O—54 min.			NEVADA BADMEN Whip Wilson O—58 min. (5152)				RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—96 min.	SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama.)

N.Y. Grosses

(*Continued from page* 1)

"Father's Little Dividend" a second week's gross equal to or topping the first week's excellent $138,000. A musical revue is on the Hall's stage.

Among the new films, "Valentino" at the Astor is doing the best business, with a heavy $36,000 in prospect for its first week. Also doing well is "The Brave Bulls" at the Rivoli, with a more than satisfactory $22,000 expected for the initial period.

Broadway's film and stage policy show houses report only fair business for the week. A good showing is being made by "Only the Valiant" at the Strand where a second week's gross of nearly $40,000 is expected. "The Mating Season" is closing a two-week run with a mild $47,000, following $54,000 in its initial week. "My Forbidden Past," with Frank Sinatra on stage will open there tomorrow.

"I Can Get It for You Wholesale" is down at the Roxy with a mild $52,000 due to a third and final week. "Follow the Sun," plus a stage revue, will open there tomorrow. The Capitol is changing bills on Thursday, with "The Bullfighter and the Lady" replacing "The Invisible Man," drawing about $30,000 for a second week.

Other openers are "The Sword of Monte Cristo" at the Mayfair and "Lucky Nick Cain" at the Globe. Both houses report the first week will bring in around $10,000, a modest figure.

"Up Front" is concluding a successful five weeks at Loew's State, though the final six-day stanza is tapering off to about $14,000. "The First Legion" will bow in there on Friday.

Two bright spots off Broadway continue to be the Sutton, where a third week of "Kon-Tiki" is adding up to a gross of $14,000 and the Trans Lux 52nd St., where "Teresa" in a third week is expected to draw $11,500. Both figures represent exceptional business.

The town's two reserved seat policy film houses, the Bijou and the Golden, are doing good business. "Tales of Hoffman" at the former is still at capacity in a third week, with another $15,500 gross due. "Cyrano de Bergerac" in its third week at the Golden following a moveover, expects a substantial $7,500 take.

The currently longest run on Broadway is still "Born Yesterday" at the Victoria. A wonderful $20,000 is estimated for its 18th week.

See $55,000 for 'Dividend'

CHICAGO, April 23.—The best thing in the Loop this weekend was "Father's Little Dividend" and a stage show at the Chicago. The duo should hit a good $55,000 for the first week.

The show preceding "Dividend" was Josephine Baker in person and "Lullaby of Broadway" on the screen. The combination took in $135,000, $65,000 the first week and $70,000 the second. This is the first time a second week outgrossed the first at the Chicago since "Going My Way."

New Releasing Unit

(*Continued from page* 1)

the aim of UGC to release here through Souvaine "the cream of European films." He said there was in France now a large-scale effort to find themes of international appeal so that native product would have greater earnings abroad.

Souvaine is currently forming a releasing network through personal reputation in key cities, Taylor declared. Pictures it already has for release are "Days of Our Years," "La Maternelle," "Rendezvous in July," "Diary of A Country Priest," "Three Telegrams."

Reviews

"Apache Drums"

(*Universal-International*)

THE FORMAT of Indians and white men in mortal combat is always a reliable one. In "Apache Drums" the formula is given a solid production treatment, including Technicolor. Against the background of Indian warfare there is projected a romantic triangle that involves Stephen McNally, Coleen Gray and Willard Parker.

Parker, as mayor of the frontier town of Spanish Boot, orders McNally to leave after he shoots a man. Unresponsive to vocal persuasion, McNally is ousted forcibly. In his travels McNally sees evidence that the Apaches are about to go on a rampage against the white men and immediately he turns back to warn the townsfolk. His words are taken lightly until an arrow-riddled stage coach comes along to vindicate him. Rivalry between Parker and McNally over Miss Gray continues fitfully. In order to show up the mayor, McNally persuades a band of men to go out with him and bring back desperately-needed water. This venture results in full warfare between the Indians and the white men. With McNally and the men safely back in town again, the real battle begins. The townspeople take refuge in a brick church building, which is attacked intermittenly. All night long braves throw themselves through the windows of the church in suicide attacks. As the battle rages, the number of remaining white men diminishes. Finally, at morning, the Indians burn down the church doors. When all looks lost, the sound of approaching U. S. soldiers is heard and the day is saved.

Since Parker dies a heroic death the way is paved romantically for McNally and Miss Gray. Val Lewton produced and Hugh Fregonese directed, from a screenplay by David Chandler.

Running time, 75 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

"Tokyo File 212"

(*Breakston-McGowan Prod.—RKO Pictures*)

AN anti-Communist espionage drama done in the cops-and-robbers manner, this George Breakston-Dorrell McGowan production was filmed entirely in Japan with the approval of the various U. S. and Japanese military authorities. The main stream of the dialogue is in English, but with the exception of stars Florence Marly and Robert Payton and one or two incidental players the cast is made up of Japanese. Dorrell and Stuart McGowan collaborated in preparing the screenplay and in directing. Breakston was the author of the original story, and C. Ray Stahl served as associate producer.

There is little subtlety and dramatic finesse in the unfolding of the story about the efforts of a U. S. Intelligence officer in smashing an underground cell of Communists in Tokyo in these days of the Korean war. However, to make up for such deficiencies there are provided some compelling glimpses into the workaday world of modern Tokyo, and the on-the-spot photography lands a distinct documentary flavor to the proceedings.

Peyton, the Intelligence officer, hires a mysterious lady, Miss Marly, as his secretary when he arrives in Tokyo. Together they learn that a former Jap suicide pilot, the son of a well-to-do industrialist is a key figure in the Red cell. A number of chases and a tragic ending for the Japanese boy and his sweetheart ultimately add up to exposure and capture of the Jap Communist leaders.

This picture should fare well at theatres which specialize in showing action film.

Running time, 84 minutes. General audience classification. For May release.

CHARLES L. FRANKE

"Gun Play"

(*RKO Pictures*)

TIM HOLT, aided by his cowpoke buddy Richard Martin, once again brings badmen to justice in "Gun Play." The two men, employes of rancher Joan Dixon, rally to the assistance of Harper Carter when his father (Robert Bice) is hanged on charges of robbing the town banker. Convinced that Bice was an honest man, Holt and his partner dig for the facts.

Their efforts at first are frustrated at every turn by the banker, Mauritz Hugo, and his henchmen, but finally pay off when they discover Hugo was once Bice's partner in a silver mine and had swindled him out of a fortune. Holt and Martin are jailed after their incriminating discovery. However, Carter engineers their escape in time to rescue Miss Dixon and capture Hugo in a mighty tame climax, with the villain in tow after a single right to the jaw. Miss Dixon adopts Carter who acquires the fortune bilked from his father.

Western fans are likely to find "Gun Play" a disappointment, mild in its action and routine in its story. There is, however, a sufficient exchange of bullets to give it an occasional lift. Herman Schlom produced and Lesley Selander, directed from a screenplay by Ed Earl Repp.

Running time, 61 minutes. General audience classification. Release date, not set.

Mrs. Ida Weill

Funeral services will be held this morning at the Campbell Funeral Home here for Mrs. Ida Weill, mother of Jules B. Weill, president of Masterpiece Productions. Mrs. Weill died in New York on Saturday.

Bright Spots Break In Cincinnati Area

CINCINNATI, April 23.—Although, with isolated exceptions, grosses for the past several months have inclined to the downside, a trade survey discloses a definite undercurrent of optimism for the months ahead. Many significant reasons are assigned for this change in exhibitor thinking, prominent among which are the present and potential government regulations and controls as applying to commodities for civilian use, which it is reasoned will lessen installment and credit buying, and, with the employment index at a high level, the resultant money in hand could well be diverted to the box-office.

Bingo Ban

Moreover, Bingo, long a major threat to the box-office here, particularly in the neighborhoods, is likely to be banned, as it has been in some other Ohio situations. In addition, the novelty of television appears to be wearing off, resulting in the former stay-at-homes now seeking their entertainment in the theatre.

Smith Winds Up

(*Continued from page* 1)

Charlotte; Mark Sheridan, Dallas; Tom Young, Memphis; William A. Briant, New Orleans, and Marion Osborne, Oklahoma City.

Smith will be in New Orleans on Wednesday, where he will present the Smith plaque to the exchange for winning the branch managers' testimonial last year, as well as the Spyros P. Skouras award for 1950. Smith is due back in the home office next Monday.

New Screen Faces

(*Continued from page* 1)

Frank Freeman said, "exhibitors have been emphasizing the need of new faces on their screens. Paramount recognizes this need and the constructive request on the part of theatremen. As we discover young people who have similar potentialities the membership of the 'Golden Circle' will be enlarged, and as members become box-office possibilities they will be graduated to stardom."

Freeman will fly to New York on Wednesday to attend the company's national sales meeting. Norman Siegel, studio advertising-publicity director, will fly East tomorrow.

Paramount's Adolph Zukor was present at the dinner in honor of the "Golden Circle" group. Zukor is credited with having developed the "star" system on which motion pictures were built.

To Show Easter Film

ALBANY, N. Y., April 23.—Comerford Theatres in Pennsylvania will show "Hill No. 1," an Easter show televised nationally under the sponsorship of the Family Rosary Crusade, with another film to be chosen, in two-hour package, Father Peyton said here today.

Stanley Ridges, Actor

WESTBROOK, Conn., April 23.—Stanley Charles Ridges, 59, stage, screen and television actor, died yesterday at his summer home. The widow, Mrs. Dorothea Crawford Ridges, and a daughter survive.



A Tip

"...DEFINITELY DANNY KA

WESTERN UNION

W. P. MARSHALL, PRESIDENT

CLASS OF SERVICE

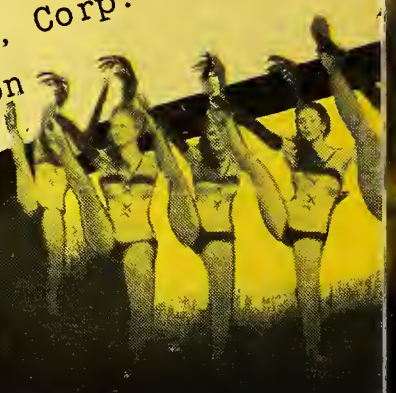
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WE SCREENED "ON THE RIVIERA" LAST NIGHT.
IT WAS UNANIMOUSLY AGREED BY ALL THAT
IT IS DEFINITELY DANNY KAYE'S GREATEST
PICTURE. THE STORY, THE COLOR, THE
DIRECTION AND THE CAST ARE FLAWLESS.
THE SONGS ARE CATCHY AND THE DIALOGUE
SPICY. "ON THE RIVIERA" IS 100 PERCENT
ENTERTAINMENT THROUGHOUT AND I AM SURE THE
MOTION PICTURE FANS WILL AGREE WITH US.
IT IS A BOXOFFICE NATURAL AND WILL HAVE
EXTENDED RUNS EVERYWHERE. REGARDS.

FRANK NEWMAN, President
Evergreen Theatres, Corp.
Seattle, Washington





DANNY KAYE
GENE TIERNEY ☆ CORINNE CALVET
On the
COLOR BY TECHNICOLO

From a Top Showman!

'E'S GREATEST PICTURE!"

ock musical comedy di-
ertissement!" –*Daily Variety*!

"The greatest laughs we've heard in a theatre in many, many days!" –*Hollywood Reporter*!

"Top-ranking! Should do handsomely!" –*M. P. Daily*!



Riviera

with Marcel Dalio · Jean Murat · Henri Letondal

oduced by SOL C. SIEGEL · Directed by WALTER LANG

Screen Play by VALENTINE DAVIES and PHOEBE and HENRY EPHRON

Based on a Play by Rudolph Lothar and Hans Adler · Adapted by Jessie Ernst

BE SURE TO BOOK
"WHY KOREA?"
Academy Award documentary!

There's No Business Like 20 CENTURY-FOX Business!

Asks Red Probers to Quiz Hedda Hopper

Washington, April 23.—Rep. Kearney, (R., N. Y.) a member of the House Committee on Un-American Activities, said he would ask the Committee to subpoena Hedda Hopper, Hollywood columnist, to enlarge on charges made in her radio broadcast last night that the Committee's current hearings are a "whitewashing" affair.

Loop Theatre Files $300,000 Trust Suit

CHICAGO, April 23.—Attorney Seymour Simon today filed a $300,000 anti-trust suit on behalf of the Monroe Theatre in the Loop against Balaban and Katz, Great States, Warner Theatres, RKO Theatres, Warners, RKO, Columbia, Paramount, Universal and United Artists. The Monroe, owned by James Jovan, claims it was denied of first run product from Dec. 1, 1947 to July 1, 1949.

Board to Hear Raibourn

Paul Raibourn, Paramount Pictures vice-president and executive in charge of the company's television affairs, will address the New York Film Board of Trade on May 9, it was announced here yesterday by Louis Nizer, counsel for the Film Board. Raibourn will speak on television and the motion picture industry.

MPAA Lauds House Probe

(*Continued from page* 1)

mittee Chairman John S. Wood (D., Ga.) at the opening of today's hearing. At this session, John Garfield, the only witness, stated flatly that he had never been a member of the Communist Party and that he had never to his knowledge joincd or supported any Communist front organization.

At tomorrow's session the Committee is scheduled to hear Hollywood agent George Willner, screen writer Abe Polonsky, Lionel Stander, Morris Carnovsky and Marc Lawrence.

At the close of today's session Committee Counsel Frank Tavenner told reporters that the Committee had voted unanimously this morning to ask the House for arrest warrants for nine subpoenaed witnesses who are still missing. They are: Director Jack Berry, actress Karen Morley, writers Michael Uris, Fred Rinaldo, Hugo Butler, Lew Solomon, Leonardo Bercovici, Edward Huebsch and radio writer Georgia Bakus Alexander.

Corsi Details New Job Insurance Law

New York State Industrial Commissioner Edward Corsi made public yesterday an explanation of major changes made by the 1951 Legislature in the state's unemployment insurance system. Scheduled to take effect in stages from June 4 through Jan. 1, 1952, the changes will boost benefit payment for many workers.

Under the changes many employers will pay a lower tax to support the system, and some eventually may pay no tax, it was said.

After Dec. 31, 1951, workers filing new claims will receive benefits of as much as two-thirds of their weekly wages, as compared to one-half under the present system. The top payment to workers after Dec. 31, 1951, will be boosted from $26 to $30 per week.

The arbitrary 1.7 per cent minimum tax rate will be eliminated after 1951, Corsi explained, adding that employers with the most stable employment records eventually may pay no tax at all.

NJ Allied Meet Today

Discussions centering around plans for the annual convention next fall of National Allied top the agenda of the membership meeting which Allied of New Jersey will hold here today, Wilbur Snaper, president of the latter organization, reported yesterday. The New Jersey unit will be host to the delegates to the national convention.

Garfield

(*Continued from page* 1)

by Tavenner with a lengthy list of alleged participations in organizations which are now on the committee's guide to subversive organizations, in most instances he either flatly denied such participation or said he didn't recall supporting any of the groups.

Running all through Garfield's three hours of testimony was not only a persistent denial of his own association with any Communist front groups but just as persistent a denial of his knowledge of any Communists or any Communist activity in Hollywood. At one point he indicated that he thought the Hollywood jurisdictional strike was Communist-inspired but later proceeded to hedge this point.

Provokes Questioning

Garfield's stubborn insistence that he had never known a single Communist provoked long and intensive questioning from Republican committee members, who called the actor "naive" and said he had "an unintelligent approach to the problem." In spite of the fact that Garfield denied time after time that he had been affiliated with any of the Communist front organizations named by Tavenner, Rep. Potter (R., Mich.) asked him, "How can you have been affiliated with so many organizations that were used by the Party and have so little knowledge of them and how they worked?"

"I have never been affiliated with any group except the Democratic Party," Garfield said vehemently.

Rep. Jackson (R., Cal.) declared that he was "certaintly not satisfied" with Garfield's testimony, but Rep. Moulder (D., Mo.) lauded Garfield and said he was "clearly a loyal American citizen."

Chairman Wood also praised Garfield for his cooperation and appearance before the committee.

Garfield said "I appreciate the chance to avow my loyalty to the United States publicly and proudly. I will answer all questions put to me and I will not claim any Constitutional immunity. I am not and never have been a member of the Communist Party, nor do I believe in any of its theories. I detest Communism and all it stands for."

Nizer told the committee that his sole object was to offer documentary evidence in support of Garfield's testimony and at no time would he make any objection to any question asked.

In an attempt to document his long-time anti-Communist position, Garfield turned over to the committee minutes of the meetings of the Screen Actors Guild board of directors, of which he was a member for six years. The minutes were for meetings from 1945 until 1947 and covered what he called "the most important decision made at that time"—to go through the picket lines. He concurred in this decision, he said.

Under questioning by committee members Garfield said that although the minutes didn't show that the strike was Communist-inspired, the SAG "had it in mind" and so did he. Under continued questioning, however, he refused to call Communists the small group in the SAG who had voted against going through the picket lines, but said, "The best I can say is that they were against the majority opinion and in favor of the Conference of Studio Unions' position—which we weren't."

Seminar

(*Continued from page* 1)

of Motion Picture Exhibitors, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Pacific Coast Conference of Independent Theatre Owners and the Theatre Owners of America.

Mayer said he expected to be able to announce the names of the exhibitor and distribution representatives in a few days. He also said he expected word shortly from the Motion Picture Industry Council in Hollywood as to those attending the conference from production.

The place for the Coast discussion has not yet been selected, Mayer said. There is a possibility the sessions may extend beyond the two days now designated for the meeting, he added.

The COMPO executive added that the agenda for the conference is now being worked out from suggestions made by exhibitor organization heads. These suggestions, he said, cover all phases of exhibitor-producer relations and embrace so many subjects that the final program may be left for the decision of an exhibitor caucus in Hollywood before the conference opens.

"This meeting," Mayer said, "should mark a historic milestone in the industry's progress, for it will be the first time the three major branches of the business have sat down around a table to discuss their mutual problems. This exchange of ideas should be of inestimable value to our business and should bring about a better understanding between those who produce our pictures and those who market them."

Mayer explained that representation of the five exhibitor groups had to be limited to two delegates from each because a bigger attendance would make the meeting unwieldy.

"Everybody," he said, "wants a free and open discussion, and it was feared that to have a bigger attendance would prevent this."

Further details of the conference are being worked out between Mayer's office in New York and the Motion Picture Industry Council in Hollywood.



AFM Sets

(*Continued from page* 1)

sion, but Lippert said he has no present intention of entering that field.

The terms of the AFM contract require that the same number of musicians employed for the original scoring of each picture be employed, for the same number of hours, for re-scoring the same for television, and that the new sound-track actually be affixed to the print, although the original music need not necessarily be used. The recording fund, into which the five per cent sum obtained from television sales must be paid, is a financial reserve from which AFM derives monies used for charity and relief purposes.

Lippert's present plans call for selling to television only such pictures as have not recouped their original cost in theatrical exhibition. The terms are such, however, that he could sell any picture to television at any time he believed circumstances warranted.

AFM vice-president Phil Fischer, who represented AFM president James C. Petrillo in the contract negotiations, said the same proposition is open to any other producer.

Jack Warner Here

(*Continued from page* 1)

ner officials would confer on details of effecting divorcement of the company's exhibition operations from production-distribution under the terms of its consent decree with the government, although the company has more than two years remaining in which to complete the separation. It was believed likely that the conferences might include discussion of proposals for the transfer of ownership of Warner Theatres. The company over a period of time has effected a number of economies looking to post-divorcement operations.

A published report intimating possibility of a sale of unspecificed Warner property to television interests yesterday was described by a company spokesman as "without foundation."

New Holiday Theatre Opens Tonight; 'Five' Leads Off

Israel Zatkin was the portrait of a man doing many things simultaneously yesterday. Zatkin, president of the recently-formed Eye-Zee Amusement Corp., was busily supervising the renovation of the Holiday Theatre (formerly the Gotham) for the opening here tonight of Columbia's "Five."

Crews worked all through the night and will work all day today so that the house will be ready for tonight's premiere. The cost of the remodelling was estimated by Zatkin at $100,000. Zatkin, who officially leaves the Lane Theatre Circuit, where he was general manager, on April 30, will be managing director of the Holiday. He praised the cooperation he received from Motion Picture Operators Locol 306 as well as IATSE's Stagehands Union.

The theatre will run "first-run product of a high-quality type," Zatkin said. He said that negotiations were currently underway with major companies for pictures. Zatkin anticipated no difficulties in getting good product. He declared the Holiday was going to be "the kind of house the companies will be proud to come to."

Zatkin acquired a long term lease on the house from the Shubert interests. Although he has operated many theatres, the acquisition marks his first entry into the Broadway first-run field.

Notables to Attend Premiere Of 'Five' at Holiday Tonight

A full scale kleig-light premiere will be held at the Holiday Theatre on Broadway tonight for Columbia's "Five."

More than 400 seats have been reserved for invited notables to see the Arch Oboler written-produced-directed film about the only five people who live through a world catastrophe. Oboler came in from California for the event.

Among those expected to be present are Mrs. Wendell Wilkie, Morris Ernst, Carl Van Vechten, Hugh Baillie, Walter Davenport, Otto J. Tolischus, Walter Kaempffert, Leonard Lyons, Lawrence Perry and Radie Harris, Andre Baruch, Bea Wayne, Deems Taylor, Michael Abbott, Alfred de Leagre, Jr., Dave Kapp and Sherman Billingsley.

Wilson

(*Continued from page* 1)

budget which gives priority to rearmament over social services.

There was no immediate indication of a successor to Wilson, who has been prominent in recent years in government activities affecting the British film industry and its relations with the American industry. He had been expected to play a key part in the negotiations next summer of a new sterling conversion agreement with American film industry representatives.

Wilson also has been closely identified with such projects as Britain's National Film Finance Corp., founded to rescue British film production with Treasury funds but now in need of new financing itself; with the Eady plan for funneling a share of ticket prices to production; with the recently announced plan to set up three classes of production to be financed with public funds and with the increased entertainment tax proposed in the new budget. Only last week, Wilson said he was prepared to go to Washington in an effort to get increased allocations of American sulphur for Britain, a shortage of which is seriously impairing industry here.

Pioneers to Meet

The board meeting of the Motion Picture Pioneers, scheduled for last week, was postponed until Thursday because of the MacArthur Day celebration here. It will be held at the office of Jack Cohn, Columbia executive vice-president and president of the Pioneers.

Best Wishes to

ISRAEL ZATKIN

A Live Showman

☆

On the opening of

HOLIDAY THEATRE

The Talk of the Trade are the Interior Decorations of the

HOLIDAY THEATRE

ON BROADWAY

★

They are quiet, dignified and in perfect harmony with the new furnishings

EDWARD WEINREB
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403 West 41st Street,
New York City

Broadway's
newest and most unusual
first run theatre

The Holiday

has selected
as its premiere attraction

"FIVE"



Arch Oboler's
unusual drama of the
one woman and four men
who are the last
five people on earth

RELEASED BY COLUMBIA

FIRST SHOWINGS TOMORROW

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 80 NEW YORK, U. S. A., WEDNESDAY, APRIL 25, 1951 TEN CENTS

Invite More Exhibitors to Coast Seminar

Expand List to Include Allied, TOA Regionals

With all limitations on the number of delegates removed and an expanded invitational list patterned after the enlarged Council of Motion Picture Organizations executive committee, attendance at the forthcoming Hollywood exhibitor-producer seminar is expected to exceed by far the original estimate of 30 persons.

Arthur L. Mayer, COMPO executive vice-president, revealed yesterday that invitations to participate in the conference are going forward not only to all members of the present COMPO executive board but also to the state regional organizations of Allied States and to the 10 Theatres Owners of

(*Continued on page 6*)

Got Product for Chicago Theatre— Sued for Million

CHICAGO, April 24.—Attorney Seymour Simon today filed a $1,032,000 anti-trust suit in Federal Court here on behalf of the Theatre Operating Company owned by Van Nomikos, against Balaban and Katz, RKO Theatres and eight distributors.

According to the complaint, in 1892 the Theatre Operating Co., then owned by John A. Hamlin, rented the Grand Theatre in the Loop and operated it as a legitimate theatre. In 1942 Hamlin's estate decided to convert the Grand into a motion picture theatre

(*Continued on page 6*)

U. A. to Blueprint New Sales Methods

United Artists' first national sales meet in five years has been named the UA "Blueprint for Tomorrow" sales convention, it was announced here yesterday by William J. Heineman, distribution vice-president, who will serve as chairman at the sessions.

Heineman, in making known the keynote slogan of the sales meetings, which will take place at the Black-

(*Continued on page 6*)

Talent Guilds Launch New Drive for TV Film Revenue

HOLLYWOOD, April 24. — Talent guilds today began applying pressure for participation in gross revenues to producers from the sale of films to television, following yesterday's announcement that Robert L. Lippert, head of Lippert Productions, had signed a contract with the American Federation of Musicians.

The pact enables him to dispose of pictures to television regardless of age or release date, after rescoring and paying five per cent of his gross into the AFM recording fund.

The Screen Writers Guild, which has been negotiating with independent motion picture producers for a renewal of its contract which expires Sunday, today prepared to demand 15 per cent of producer returns from television sales.

A Federal conciliator will sit in on the SWG meeting with the Independent Motion Picture Producers Association tomorrow night, when this and other points are discussed. Lippert is a member of IMPPA. The SWG recently closed contracts with the Association of Motion Picture Producers and the Society of Independent Mo-

(*Continued on page 6*)

Shawcross Is Named President of BOT

London, April 24.—Sir Hartley Shawcross today was appointed president of the British Board of Trade, succeeding Harold Wilson, resigned.

He will be one of the British government officials who will participate in the renegotiation next summer of the sterling conversion agreement with the American film industry.

New Phase of Para. Merchandising Plan Is Now Ready

Paramount is about to put into effect one of the key points of the long-range merchandising program recently formulated by Jerry Pickman, national ad-publicity head. Pickman announced yesterday that the machinery has been worked out for tightening the promotional gap between the completion of a new film and its release some months later. He said this overdue reform will carry out an intensive eight-week pre-release field press campaign to be conducted in 30 key cities by Rufus Blair, a studio publicist for the past 16 years.

Blair will make a heavy promotion pitch in these cities on behalf of five forthcoming productions, which have just been finished. He will proceed by sharpening Paramount's newspaper

(*Continued on page 3*)

Dave Friedman to Assist Hugh Owen

Dave Friedman, office manager for the Paramount Charlotte exchange, has been promoted as assistant to Hugh Owen, Eastern and Southern division manager, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. He replaces Phil Isaacs, who has been named branch manager of the company's exchange in Washington.

COMPO Hits Philco for Attacking Industry on Griffith Telecast Show

A sharp protest was sent yesterday by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, to Philco Corp. against its television program of last Sunday night which attacked the motion picture business for its treatment of the late D. W. Griffith.

In a letter to James Carmine, president of Philco, Mayer called the program "a violation of that cardinal principle of advertising ethics which forbids any attack on another business." He said the offense was aggravated "by the fact that in this instance you were attacking an industry that competes with your own."

Mayer sent copies of his letter to Joseph H. McConnell, president of NBC, and to Sylvester L. Weaver, Jr., executive vice president of NBC in charge of television.

The Sunday night telecast was titled "The Birth of the Movies" and starred Lillian Gish. It has been widely advertised as television's tribute to the late pioneer Griffith.

NPA Sets Up Appeal Board For Exhibitors

To Hear Appeals from NPA Branch Decisions

WASHINGTON, April 24. — Any theatre owner whose application for permission to build or remodel a theatre has been turned down by the National Production Authority's construction control branch can now appeal to the new NPA appeals board, the agency said today in officially announcing creation of the appeals set-up in NPA Regulation No. 5.

The three-man appeals board is designed to hear appeals from any decision of an NPA operating branch. This might be on a construction issue or might be on the ground of inadequate allocation of some material or any other ruling.

NPA officials said they were not

(*Continued on page 3*)

Equipment Prices Will Need Revision Under New Order

WASHINGTON, April 24. — Ceiling prices for most types of film equipment will have to be refigured effective May 28 under a new manufacturers price order issued today by the Office of Price Stabilization.

Up to now most manufacturers have been under the general price freeze order issued on Jan. 26, fixing ceiling prices at the highest levels prevailing between Dec. 19 and Jan. 25. The new manufacturing order is a highly complicated one under which each firm will take the prices in the best

(*Continued on page 3*)

Print Shortage Is Scored by Snaper

Adding his voice to recent exhibitor complaints against print shortages, Wilbur Snaper, president of New Jersey Allied, yesterday described any reduction in the number of prints as "foolish economy." Fewer prints and the distribution of worn prints, Snaper said, result in losses in availabilities.

The subject, he reported, will be broached by New Jersey Allied, at

(*Continued on page 3*)

Telegram From Jack Warner

MARTIN QUIGLEY,
MOTION PICTURE DAILY

RECEIVED COPY OF YOUR EDITORIAL ON OUR "I WAS A COMMUNIST FOR THE FBI." IN IT YOU STATED WE HAVE DONE AN IMPORTANT SERVICE FOR OUR COUNTRY IN THE PRODUCING OF THIS PICTURE. I WANT TO THANK YOU FOR DOING AN EXCELLENT SERVICE NOT ONLY FOR OUR COUNTRY BUT FOR THE MOTION PICTURE INDUSTRY AT LARGE. YOUR EDITORIAL WAS INTELLIGENT AND WELL WRITTEN AND I HOPE THAT MANY PEOPLE WILL READ IT. THANKS AGAIN. SINCERELY

JACK WARNER

One Probe Witness Talks, Two Others Won't 'Cooperate'

WASHINGTON, April 24. — The House Committee on Un-American Activities today heard a "cooperative" witness name some half-dozen film workers whom he had known as Communists, while the two other witnesses stood on their rights under the Fifth Amendment and refused to answer numerous questions.

One "uncooperative" witness, George Willner was questioned at length on the sale of the screenplay "These Many Years" to Warner Brothers in March, 1948. Committee counsel Frank Tavenner attempted to prove that although the sale was made through the Nat C. Goldstone agency for an author named J. Redmond Pryor, Pryor was actually Lester Cole, one of the "Hollywood 10." Cole was named as a Communist by Richard Collins, a former witness before the Committee, and again today by "cooperative" witness Marc Lawrence.

In addition, Lawrence, who said he entered the party because he was "a curious kind of 'schmo' interested in trying to find out," named as members of the party cell to which he had belonged in 1944. J. Edward Bromberg, Karen Morley, Morris Carnovsky and Jeff Corey. Fellow members of a cell to which he had belonged in 1938, he said, were Cole, Bromberg and Gordon Kahn.

He said he had attended various discussion groups in 1938 with Lionel Stander, Robert Rossen and Collins, although he did not name them as Communists.

The second "uncooperative" witness today was Morris Carnovsky, who refused to answer questions concerning alleged party membership and association with suspect groups, saying that his answers might tend to incriminate him.

Expect Director Dmytryk to Be A Surprise Witness Today

WASHINGTON, April 24. — Edward Dmytryk, one of the "Hollywood Ten," may be a surprise witness in tomorrow's session of the House Committee on Un-American Activities. It is believed he will be "co-operative."

Personal Mention

NICHOLAS M. SCHENCK, president of Loew's, and JOSEPH VOGEL, vice-president, have returned here from Florida vacations.

•

LEON J. BAMBERGER, RKO Pictures sales promotion manager, will leave here today for Milwaukee where he will address the annual meeting of the Delft Theatre Circuit managers and executives tomorrow.

•

LOREN L. RYDER, past president of the Society of Motion Picture and Television Engineers, left the Coast yesterday for New York to attend the forthcoming SMPTE convention here.

•

GAEL SULLIVAN, executive director of the Theatre Owners of America, will receive an honorary degree from Loyola University at commencement exercises in Baltimore on June 17.

•

PETER MOLE, president of the Society of Motion Picture and Television Engineers, is due to fly from Hollywood to New York today for the SMPTE convention.

•

HERMAN M. LEVY, Theatre Owners of America's general counsel, was in New York yesterday from New Haven.

•

LOUIS B. MAYER is vacationing in Florida from Hollywood.

•

DAVID LOEW is here from Hollywood.

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, is due in New York today from Hollywood. Also arriving is NORMAN SIEGEL, director of studio publicity.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian sales manager, is in Boston from New York and is due to return here at the end of the week.

•

MAX HERSCHMANN, Eastern sales representative of Filmack Trailer, has become a grandfather with the birth of a girl to MRS. BEN KERNER, his daughter.

•

SEYMOUR KRIM, Paramount publicist for the past two years, has resigned, effective Friday, to do free-lance writing.

•

SAM GALANTY, Columbia Mideast division manager, left Washington yesterday for Cleveland and is due back there Monday.

•

PHIL WILLIAMS, March of Time theatrical sales manager, has returned here from an extensive tour of the South and Southwest.

•

R. WALLACE FEIGNOUX, Walt Disney representative for France and the Continent, is in Hollywood after a stop-over in New York.

•

HARRY M. POPKIN, independent producer, is here from Hollywood "to see a few ball games."

RKO Renews Deal For Air Promotions

Renewal of the 13-week television-and-radio package deal between RKO Theatres and stations WNBC and WNTB here has been announced by Harry Mandel, national director of advertising and publicity for RKO Theatres, and Ted Cott, general manager of the stations, effective Monday.

The contract, which was the first of its kind entered into by a major theatre circuit in the New York Metropolitan area, provides for the advertising and publicizing of RKO Theatres attractions through the combined mediums of TV and radio.

Republic Premiere in Washington Tonight

WASHINGTON, April 24.—Brian Donlevy, Forrest Tucker and Ella Raines will join civic officials and officers of the Coast Guard and other services at the world premiere of Republic's "Fighting Coast Guard" at the Warner Theatre here tomorrow night. Secretary of the Treasury John W. Snyder, Secretary of the Navy Francis P. Matthews, and Vice Admiral Merlin O'Neill, Commandant of the U. S. Coast Guard, will attend.

Herbert J. Yates, Republic president, is here from the Coast for the event. Other Republic executives attending are James R. Grainger and Walter L. Titus, Jr.

Mealand Succeeds Farley at Paramount

Frank Farley, managing director of Paramount British Productions, Ltd., and general representative of the Paramount domestic production department and Hollywood studio in Great Britain and Continental Europe, has resigned his positions due to ill health.

Richard Mealand, who in 1946 resigned as Paramount studio story editor to enter the free-lance writing field, will rejoin the company and succeed Farley.

Originally assigned in 1929 from the New York office to a production post in Paris, Farley has since 1940 been making his headquarters in London.

Mealand, accompanied by Russell Holman, Eastern production manager, will leave for London by air on May 1 to take over his new duties.

ELC to Award Prizes Next Week for Drive

Winners of the cash prizes in Eagle Lion Classics' final sales drive will receive their checks by mail next week, it was indicated here yesterday by Milton E. Cohen, general sales manager, who at the end of this month will become United Artists' Southern-Western district manager. ELC has been sold to UA.

Cohen said he expects to complete the computations by Friday.

Newsreel Parade

GEN. MacARTHUR's reeception in New York and the fighting in Korea are current newsreel highlights. Other items include rites for Sen. Vandenberg and sports. Complete contents follow:

MOVIETONE NEWS, No. 34—Gen. MacArthur acclaimed in New York. Fighting in Korea. Gen. Eisenhower in Germany. Mrs. MacArthur and son see New York. Europeans pool coal and iron. Sports: water ski aces rule waves.

NEWS OF THE DAY, No. 268—Gen. Ridgway takes over. Reds mass in Korea. Prisoners fight fire in San Quentin. Gen. MacArthur in New York. Sport flashes: Hiroshima survivor wins U. S. marathon. Derby preview test.

PARAMOUNT NEWS, No. 71—Gen. MacArthur in New York: The camera record of the homecoming reception to the General and family and the 37-mile parade through the city. Thanks expressed by the General for the reception.

TELENEWS DIGEST, No. 17—Last rites for Sen. Vandenberg. Tokyo: new Far East commanders take over. England: search for the *Affray*, lost submarine. England: debate over mystery of the Stone of Scone.

UNIVERSAL NEWS, No. 450—Ridgway becomes UN commander as Reds open new drive. Canadians sail for Korea. Caterpillar plane tested. Cow "quads" take a bow. Shorter hair-dos. Sports: Woods Memorial race. Hockey.

WARNER BROTHERS, No. 73—New York hails MacArthur. Six nations confer on coal-iron pool. "I Was a Communist for the FBI" opens in Pittsburgh. Jets keep vigil over Alaskan ramparts. Sports: Wood Memorial. Derby warmup.

To Dedicate Barron Memorial May 30

WASHINGTON, April 24.—Dedication of the Carter Barron Amphitheatre in Rock Creek Park will take place Memorial Day with President Truman as honorary national chairman of the dedicating committee, it was announced here today.

The amphitheatre is being named after the late Loew's Eastern district manager, who was executive vice-chairman of the National Capital Sesquicentennial Commission and the spark plug behind the building of the amphitheatre. It will be used this summer, as it was last, for a showing of Paul Green's "Faith of Our Fathers." Loew's officials pointed out that the amphitheatre is on Federal land and that "it is believed this will be the first time a Federal memorial has been dedicated to a showman."

Co-chairmen of the active dedication committee will be Secretary of the Interior Oscar Chapman and Loew's president Nicholas Schenck. Aiding them will be Orville Crouch, Barron's successor as Loew's Eastern division manager. Many top-ranking government and industry officials are expected to attend the ceremonies.

'Cargo' Runs 90 Minutes

A type line indicating a running time of 90 minutes and May release for RKO Pictures' "Sealed Cargo" was dropped from the review of that production in yesterday's MOTION PICTURE DAILY. The picture has a general audience classification.

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NEWS in Brief . . .

CINCINNATI, April 24.—20th Century-Fox is selling first-run product away from the Capitol and Keith's at Hamilton, units of Midstates Theatres, operated by Maurice White and R. J. (Bud) Libson. Initial booking is "Follow the Sun," opening day-and-date this week at the Cox, downtown legitimate house, which recently closed its season, and to the suburban Valley, Clovedale and Twin Drive-in, and the Madison, at nearby Covington, Ky.

•

WASHINGTON, April 24.—Senator O'Conor (D., Md.) today told the Senate that Maryland theatre owners felt that they would be seriously injured by the recent Federal Communications Commission report on licensing policy.

•

Key city theatres of three circuits will be tied in for area-wide openings of United Artists' "Fabiola," following the film's bow at the Joy Theatre, in New Orleans, on May 9, it was announced here yesterday by William J. Heineman, distribution vice-president.

The circuits are the Delta Circuit of Louisiana, North Coast Theatres of the Pacific Coast area and B. and Q. Enterprises of New England.

Rites for Bykowski

BUFFALO, April 24.—John A. Bykowski, 48, office manager at United Artists here, died following a brief illness. Services will be held tomorrow at the St. Aloysius Gozaga Church. The widow, two sons, his father, three brothers and two sisters survive.

Services for J. Frankel

Funeral services will be held today for Joseph Frankel, 53, brother of Shirley Frankel, secretary to Samuel Schneider, Warner vice-president, at the Boulevard Funeral Parlors in Brooklyn.

Para. Merchandising

(*Continued from page* 1)

and exhibitor contacts in the 30 cities, and will work with company field representatives in arranging screenings, setting up press conferences, and mapping local publicity, advertising and exploitation campaigns.

The overall objective of the campaign will be to create, build and maintain a steady flow of picture promotion, which should reach its peak just as the individual films are ready to open in the key areas, Pickman said.

Blair will leave Hollywood Sunday and his first stop will be Dallas, where the screenings will include the press from Houston and Fort Worth. His itinerary also includes New Orleans, Louisville, Atlanta, Washington, Baltimore, Philadelphia, New York, Boston, Montreal, Toronto, Cleveland, Pittsburgh, Detroit, Cincinnati, Columbus, Chicago, Milwaukee, Minneapolis, St. Paul, Des Moines, St. Louis, Kansas City, Denver, San Francisco, Oakland, Seattle and Portland.

Blair will work on the following productions: "Ace in the Hole," "A Place in the Sun," "That's My Boy," "Something to Live For" and "Here Comes the Groom.

Drops 35mm. Equipment From NPA Unit's Agenda

Ross to Handle Film Planning for NPA

WASHINGTON, April 24.—Clifford Ross, a long-time research expert in the motion picture industry and in other fields, has been named to carry out planning and statistical work in the National Production Authority's film branch, film chief Nathan D. Golden announced here today.

He said one of Ross' main jobs would be to gather statistics from the film industry in connection with needs under the new controlled materials plan.

Golden to Discuss NPA Film Problems

HOLLYWOOD, April 24.—Nathan D. Golden, director of the motion picture-photographic products division of the National Production Authority, will be the speaker at the luncheon opening the 69th semi-annual convention of the Society of Motion Picture and Television Engineers at the Hotel Statler in New York on Monday, it was announced here by Peter Mole, head of Mole-Richardson and president of the SMPTE.

NPA Order Forces Week's RCA Shutdown

CAMDEN, N. J., April 24.—Amplifying its initial announcement of a temporary shutdown of some of its manufacturing facilities last night to comply with government regulations on critical materials, RCA Victor division today disclosed that a total of 5,837 employees in all six of the company's home instrument plants are affected.

Production of television receivers, radio-phonographs, and record changers is completely shut down until May 1, when it is planned to resume operations in these fields, Walter A. Buck, vice president and general manager of the RCA Victor division, announced. None of the company's other production activities is curtailed, he said.

Snaper Scores

(*Continued from page* 1)

the national Allied board meeting which will be held May 14-15 in Kansas City.

At a press interview which he held following a regular meeting here of the New Jersey regional unit, Snaper disclosed also that Larry Abrams, the unit's counsel, reported yesterday to the membership on an investigation into film delivery costs. Snaper declined, however, to elaborate on Abrams' findings.

It was reported by Snaper that his organization will hold a one-day annual meeting at the Berkley-Cartaret Hotel, Asbury Park, N. J., in June. Principal business of the meeting will be to elect officers for the coming year.

Snaper said equipment manufacturers and dealers have indicated they will cooperate with national Allied's plans for holding an equipment trade show in conjunction with the organization's convention at the Biltmore Hotel here next fall.

WASHINGTON, April 24. — Consideration of a proposed government limitation order of 35mm. motion picture equipment has been dropped from the agenda of tomorrow's meeting of the National Production Authority's 35mm. equipment industry advisory committee, according to NPA film chief Nathan D. Golden.

Golden said the announcement of the coming Controlled Materials Plan ends the need for a discussion of the limitation order. Accordingly, the meeting will concentrate on the construction control order.

All types of equipment for the film industry, including materials for studio construction, will come under the CMP, Golden predicted. If this isn't true at the start, he declared, his division will fight for such a policy to be adopted later. The NPA has already announced that photographic equipment as a broad category would have to submit their needs under the CMP, but has not declared which specific items will actually get allocations under the plan.

Burton to Sit In

R. Burton, of NPA's construction controls division, will sit in on tomorrow's meeting along with Golden and his film aides. Golden said that the industry people would tell the NPA officials just what they wanted in the construction order, and that the NPA would rule then and there on as many items as possible, including questions involving real and personal property.

Equipment Prices

(*Continued from page* 1)

quarter during the pre-Korea year, and then add on certain labor and material cost increases either through Dec. 31, 1950 or March 31, 1951. Prices will be recomputed under the new order in 90 days.

Price Administrator Michael DiSalle said the new formula would bring some increases and some decreases, but that the net effect would be a price rollback. This was for all industries—no special analysis was available of the situation in the film equipment field.

No Further Boosts

Once the new order is effective, no further price increase will be granted the OPS said, unless the industry can show its profits are less than the minimum recently announced by Economic Stabilizer Eric Johnston. This said prices would be considered fair if the industry's dollar profits amounted to 85 per cent of the average for the industry in the best three of the four years 1946-49.

Manufacturers with gross sales of $250,000 or less can stay under the general price freeze if they desire, rather than recompute prices under the new order.

Ellis Gets Another

Jack Ellis president of Ellis Films has taken over distribution of the film, "This. Is A Woman," for the U. S. This Marcel-Hellam production was formerly released by 20th Century-Fox.

Barkley to Attend Variety Banquet

Washington, April 24. — Vice - President Alben W. Barkley has given his assurance to Victor H. Blanc, general chairman of the 15th annual convention of Variety Clubs International, that he will attend the Humanitarian Award banquet closing the convention, at the Bellevue Stratford Hotel, Philadelphia, Saturday evening, May 12.

NPA Appeals

(*Continued from page* 1)

now setting down any special standards for appeals but letting anyone appeal any ruling of an operating official. "We may be swamped," they admitted. "That's what we have to see."

Only qualification the NPA made was that if an applicant has new facts to be considered, he must reapply to the original NPA division and not go to the appeals board. Only if the operating division turns him down again on the new facts can he go to the appeals board. If there are no new facts, he can go directly to the appeals board.

Applications for reconsideration or appeal can be filed now not only on future cases but on all past decisions of NPA divisions. Applications for reconsideration on the basis of new facts must be made within 30 days from today on old cases; in future cases, they must be made within 30 days of the NPA ruling. Appeals on past rulings must be made within 45 days from today; future rulings can be appealed within 45 days from the date of the ruling.

NPA Explains

NPA said that to appeal, theatre owners should feel that the NPA decision works an execptional or unreasonable hardship on him which is not suffered generally by others in the industry, results in improper discrimination against him, or is not in the public interest or in the interest of the national defense.

To file an appeal, the applicant must file four copies of a notice of appeal, together with the grounds and certain other documents. He can request a hearing on the appeal if he wants. The notice of appeal must be filed with the secretary of the NPA appeals board in Washington.

The regulation states that the NPA appeals board shall not be required to furnish written opinions, that decisions will be by majority vote and a tie vote will turn down the appeal, and that the decision of the appeals board shall be final. Further rules and procedures will be issued from time to time. Hearings by the board will be at its discretion, and will be informal.

Named to the first appeals board are T. Munford Boyd, University of Virginia law professor; Frank J. Peterson, former labor consultant for the War Production Board, and Jack M. Rorimer, former city manager of Oak Ridge.

Brandon Films Fete

A housewarming reception will be held here Friday by Brandon Films, Thomas J. Brandon, president, announced yesterday.

Timely and

From editorials by Martin Quigley in M

With sharp timeliness Warner Brothers Pictures mak
hitting subject dealing with the Communist conspir
The advent right now of the Warner Brothers picture
Under the generalship of Mr. Jack L. Warner there emerg
Communist for the F.B.I." a powerful and moving
narrative. It has a very real warmth and appeal, dea
trally with the retelling of the true story of a genuine
hero who made a great sacrifice in the nation's defens
Audiences will be moved by such incidents as tha
father who so loved his country as to be willing to a
as a traitor in the eyes of his son and will be thrilled by
melodramatic flashes of the kind which have long
been representative of the craftsmanship of Bryan Foy
The subject ought to be played enthusiastically—broadly
across the nation and quickly!

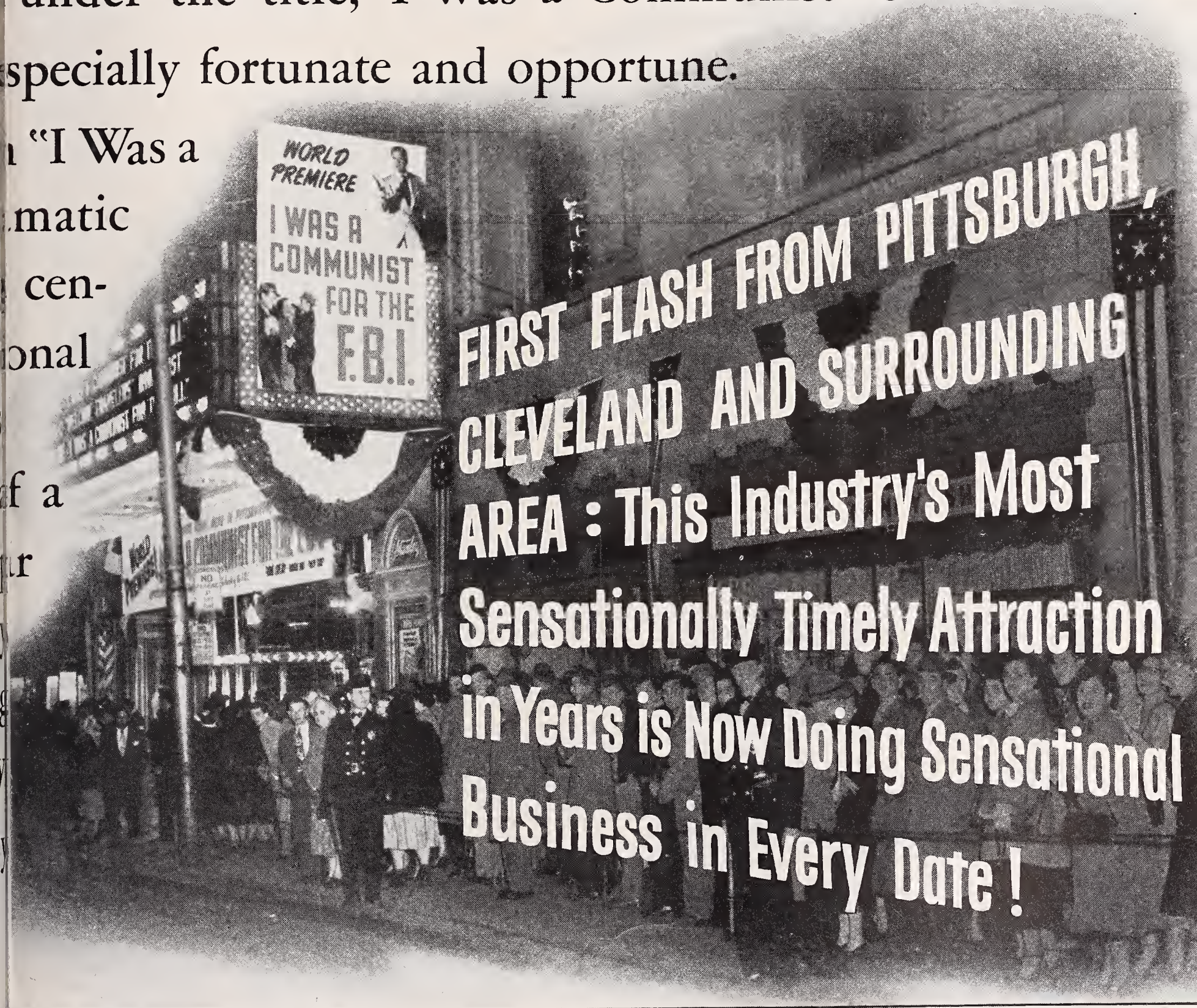
"I WAS A COMMUNIST FOR THE F.B.I

Hard-Hitting!

on Picture Daily and Motion Picture Herald

vailable this week to the theatres of the nation a hard
under the title, "I Was a Communist for the F.B.I."
specially fortunate and opportune.

n "I Was a
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STARRING
FRANK LOVEJOY

WITH
DOROTHY HART PHILIP CAREY

DIRECTED BY
GORDON DOUGLAS

PRODUCED BY
BRYAN FOY

Screen Play by Crane Wilbur · Based on the experiences of Matt Cvetic · As told to Pete Martin
And published in the Saturday Evening Post

Guild Drive

(Continued from page 1)

tion Picture Producers in which the television-participation issue was left open for discussion at a later date.

The SWG membership already has authorized its board to call a strike against IMPPA member producers Monday if the board considers that course warranted.

The Screen Actors Guild, whose board met Monday night, today issued a statement backing up SWG's demands in prinicple and appointed a committee to work with the SWG committee toward obtaining the objective, both for the SWG and SAG.

The Screen Directors Guild has not yet stated its stand on the matter, but it is expected to demand participation likewise.

The SWG, the only talent guild near the contract deadline at this time, will demand 15 per cent from producers' gross revenue from television on all pictures released since 1946 and thereafter.

Lippert, who will have completed scoring 15 pictures for television by the weekend, today said that he expects art directors, costumers, and many other groups, to make similar demands for participation, although he believes craft unions will not seek participation, but may eventually ask for a general raise in consequence of this development.

Lippert said, "We do business, altogether, with 41 guilds or unions. It is possible their combined demands would make this operation impracticable, but I do not expect this will happen. Compromise in mutual interest appears more likely." Lippert said the decline in business as it affects smaller-budgeted films was responsible for his turning to TV as a means of obtaining needed attitional revenue from old pictures without damaging exhibitors' business.

Luncheon for Sullivan

BUFFALO, April 24.—A welcome luncheon will be tendered to Matt Sullivan, recently-named Warner exchange manager here, by Tent No. 7, Variety Club, in the latter's headquarters next Monday.

Review

"Dear Brat"

(Paramount)

PARAMOUNT has turned out a sequel to its "Dear Ruth," successful comedy of a few seasons ago, and though four mainstays of the original cast are on hand and the story by Devery Freeman again uses the antics of teen-age Mona Freeman for the lever of its plot, "Dear Brat" does not quite come up to its predecessor in overall entertainment value. It will garner its quota of laughs and the exhibitor can count on the Mel Epstein production as a competent program picture, but its contrivances and formula situations, directed by William Seiter, are unlikely to evoke the warm glow of good feeling that comes from a top-notch family comedy.

This time Miss Freeman aims her solicitude at the problem of paroled convicts and brings one, Lyle Bettger, into the home of her parents, Edward Arnold and Mary Philips, as a gardener. Arnold, now a senator but once a judge, sentenced Bettger to prison and both Miss Philips and Billy De Wolfe, again playing a "sap" role as a family friend, are convinced that Bettger will kidnap the twins, who give stellar performances, and who are the offspring of Ruth and her husband, spoken of but not seen in this film. Actually Bettger only wants to be re-established in Arnold's esteem in order that he may be permitted to rejoin his wife and child, forbidden under the terms of his parole.

Arnold would like to discharge Bettger, as the neighbors demand, but he is getting favorable publicity as the result of the "experiment" initiated by his daughter. Complications arise as Miss Freeman's concern over the parolee is misinterpreted by her boy-friend, William Regnolds, and the finale reaches a hectic if confusing climax as the twins disappear and Bettger apparently goes berserk. The misunderstandings are eventually straightened out with a happy ending all around.

Miss Freeman is not at all brattish in the title role and Arnold and Miss Philips are more than satisfactory as the parents. De Wolfe is an accomplished dolt and Bettger is potentially menacing in a taciturn sort of way. Others in the cast are Natalie Wood, Frank Cady, Lillian Randolph, Irene Winston and Patty Lou Arden.

Running time, 82 minutes. General audience classification. For May release.

VAUGHAN O'BRIEN

U. A. Sales Methods

(Continued from page 1)

stone Hotel, Chicago, on May 3-5, stated:

"We fully intend to give real meaning and full measure to our keynote. The development of new, hard-hitting sales methods will be one of our major goals at the meetings to provide the muscle and drive needed for the greatest product schedule in UA history."

The convention will be attended by key home office executives, headed by UA president Arthur Krim, home office sales heads, advertising and publicity personnel, and division, district and branch managers, who will step up active plans.

Coast Seminar

(Continued from page 1)

America units that have already ratified the COMPO by-law changes.

In his first announcement of the seminar on Monday, Mayer said representation would be limited to two delegates from each of COMPO's five exhibitor organizations.

"While it has been evident for some time," Mayer said, "that many exhibitors were anxious to sit down with producers for a discussion of their mutual problems, we had no idea that so many would wish to attend. Naturally we are delighted that announcement of the conference has met with such an enthusiastic response. Accordingly, we are removing all limitation on the number of delegates which each organization may send."

Mayer was in touch yesterday with Art Arthur, executive secretary of the Motion Picture Industry Council in Hollywood, regarding the meeting place for the conference, but said no decision was reached. He said also that additional suggestions had been received for the conference's agenda.

Lorraine Executives, Lachman Finish Tour

S. Sorquet, general manager and production chief of Lorraine Carbons of France, now visiting the U. S., has assured Edward Lachman, president of Carbons, Inc., U. S. distributors of Lorraine carbons, that conditions growing out of the international situation will not affect the French company's product nor will shipments be curtailed, it was reported here yesterday by Lachman.

Sorquet and Pierre Demoreuille, Lorraine's North American representative, recently toured the Midwest with Lachman to visit agencies which are tied up with Lachman's firm.

Aim New U.S. Tax at Concession Counter

Washington, April 24.—Excise taxes on candy, chewing gum and soft drinks are under consideration in the House Ways and Means Committee, it was learned here today.

The proposals have been given to the Committee by the Congressional tax staff. The committee is working in executive session on a new tax bill, but as yet there has been no voting.

Got Product

(Continued from page 1)

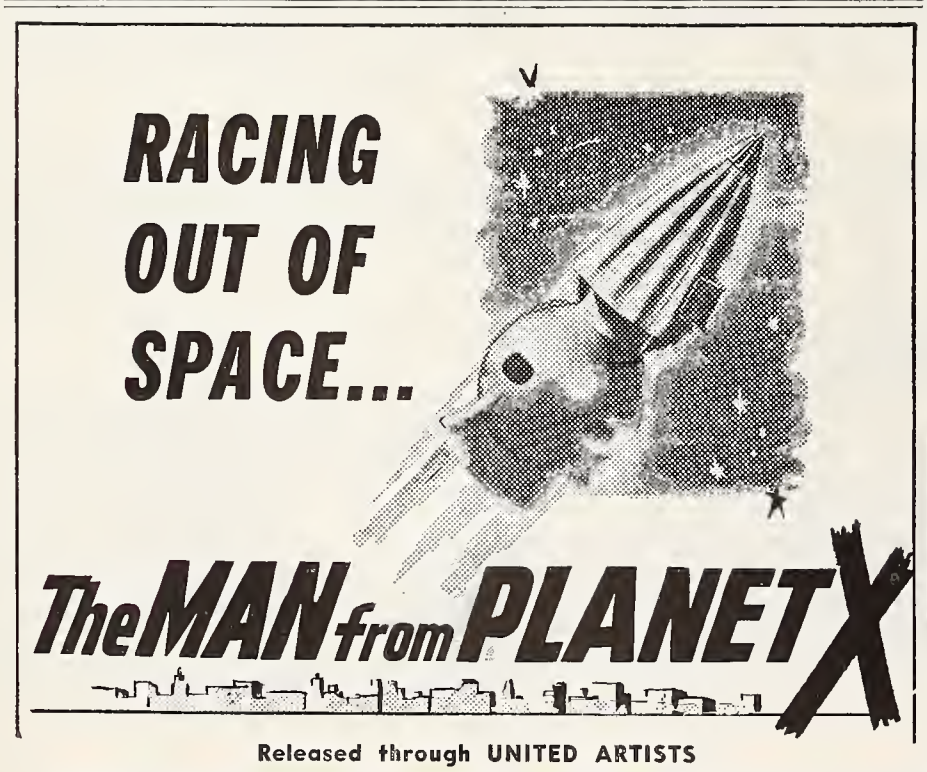
but was unable to get first-run product so it leased the house to Van Nomikos, a veteran theatreman. TOC was to get 25 per cent of the profits made by the house, under Nomikos' guidance.

Continuing, the complaint alleges that Nomikos was also unable to get first-run product because of monopoly and unfair practices, so he interested RKO Theatres in taking over the Grand. TOC in this deal reduced its profit participation in the theatre from 25 per cent to 12½ per cent.

RKO, the complaint states, succeeded in getting first-run product because it was part of the monopoly and from May, 1943, to August, 1949, the Grand showed a profit of $376,000. TOC is now claiming that had it been able to get first-run product for the same period it would have earned the $376,000 instead of $32,000 in rent.

TOC is also claiming as an alternative had Nomikos been able to get first-run product, TOC would have earned $79,000, or 25 per cent of the theatre's profits, instead of $32,000, or 12½ per cent.

In December, 1949, pursuant to the Paramount decree, Nomikos sold his interest in the Grand to RKO Theatres. In August, 1950, he bought TOC from the Hamlin estate.



Released through UNITED ARTISTS

"Headed for excellent returns. Best thriller effects. Cast is excellent!" —Variety

TWA TWA TWA TWA

Now TWA offers

Luxurious all-sleeper service on "The Ambassadors"

The only all-sleeper flights overnight to

LONDON and PARIS

non-stop from New York

For information, see your travel agent or call TWA



You can't skimp on studio lighting!

THERE'S NO SUBSTITUTE FOR CARBON ARCS WITH NATIONAL CARBONS!

TRADE-MARK

● Studio lighting represents but a tiny fraction of the cost of making a movie. But it makes a tremendous difference in the quality of the final picture. Now is no time to jeopardize picture quality. Now is the time to put on better pictures—pictures with diamond-sharp detail, true color values, with terrific emotional appeal (obtainable only through proper lighting)—pictures that people will pay to see. There is no substitute for *CARBON ARCS*—with "National" carbons!

ALWAYS BUY "NATIONAL" CARBONS



The term "National" is a registered trade-mark of

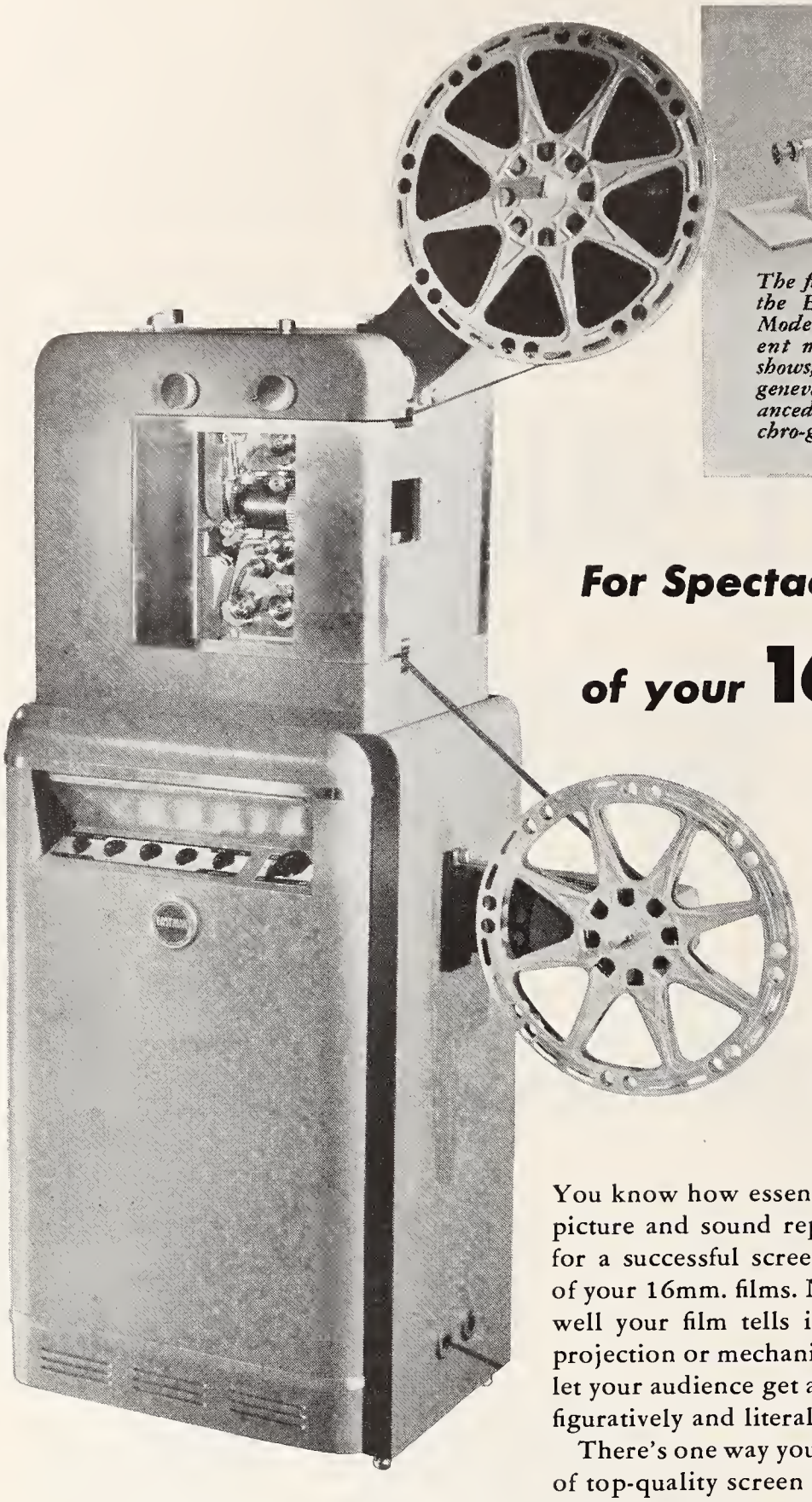
NATIONAL CARBON COMPANY

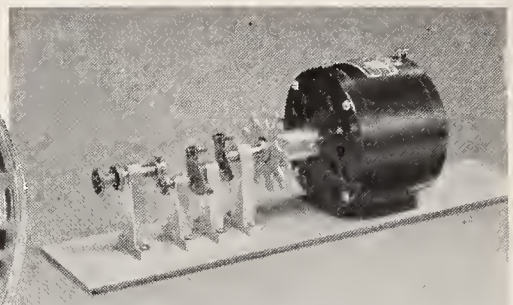
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The film advance mechanism of the Eastman 16mm. Projector, Model 25, with its own independent motor drive. Illustration shows, from left to right: sprocket; geneva star and driver; two balanced off-center accelerators; synchro-gears; and motor.

Eastman 16mm. Projector, Model 25, adapted for tungsten illumination.

For Spectacular Screen Presentation

of your 16mm. FILMS . . .

THE EASTMAN 16mm. PROJECTOR, Model 25

You know how essential top-quality picture and sound reproduction are for a successful screen presentation of your 16mm. films. No matter how well your film tells its story—poor projection or mechanical failure will let your audience get away from you, figuratively and literally.

There's one way you can be certain of top-quality screen presentation—by projecting your films with an Eastman 16mm. Projector, Model 25. Here are a few of the many reasons why.

First, the Eastman Model 25 is the result of an entirely new design concept. It is an applied engineering solution to the problems of 16mm. sound projection, capable of continuous-duty, dependable performance.

Second, since it gives you a choice of high-intensity arc or tungsten illumination—plus *Lumenized* Kodak Projection Ektar Lenses—you can get the screen image brilliance, contrast range, and full screen definition you want under your operating conditions.

Third, unparalleled sound reproduction quality is made possible by advanced optical and electronic engineering. It gives you dependable continuous-duty theater-quality screen presentation when you want it.

Write today for further detailed information on specifications, prices, and delivery. Address your inquiries to . . .

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 81 NEW YORK, U. S. A., THURSDAY, APRIL 26, 1951 TEN CENTS

D of J Awaits Exhibitor View On Arbitration

Myers, Here for Talks, Defines U. S. Approach

Abram F. Myers, Allied States general counsel, here from Washington for another round of talks with distributors' attorneys on proposals for establishing an industry-wide arbitration system, said yesterday that he believed the Department of Justice's attitude toward the creation of a system would be influenced by the extent to which exhibition favored it.

Myers' view pointed to the likelihood that the Department would hesitate to sanction the establishment of an arbitration system if exhibition were to be divided on the proposal.

The Allied States general counsel, who is scheduled to report to the or-

(*Continued on page 4*)

14 'IA' Locals to Seek Part of TV Income: Brewer

HOLLYWOOD, April 25.—Roy Brewer, international representative of the IATSE, today told MOTION PICTURE DAILY that he intends to "move at once to get our share of producers' gross revenues from the sale of theatrical pictures to television."

Brewer, who said he speaks in this case for his 14 IATSE locals only, although he is also chairman of the AFL Film Council, thus placed studio la-

(*Continued on page 4*)

Sets Theatre TV Hearings Sept. 17

WASHINGTON, April 25.—The Federal Communications Commission today set Sept. 17 for the start of the long-delayed hearings on the film industry's request for special frequencies for theatre television.

Over 50 companies and organizations have asked to be heard, indicating the hearings will run at least three weeks. The FCC said that parties planning to take part in the

(*Continued on page 5*)

Product Heads Agenda as Para. Sales Meet Opens

Paramount's home office and studio executives and field sales personnel will meet this morning at the Hotel Warwick here for the opening of the company's annual national sales convention.

Top place on the agenda of the three-day conclave goes to a discussion of forthcoming product, also, future selling policy, short subjects, and drive-ins.

Scheduled to speak are Adolph Zukor, Barney Balaban, Paul Raibourn, A. W. Schwalberg, E. K. O'Shea, Y. Frank Freeman, Austin

(*Continued on page 4*)

Yates Gets Citation At 'Guard' Opening

WASHINGTON, April 25.—Prior to the premiere of Republic's "Fighting Coast Guard" at the Warner Theatre here tonight company president Herbert J. Yates was presented with a citation by John W. Snyder, Secretary of the Treasury, while Vice Admiral Merlin O'Neill, Commandant of the U. S. Coast Guard tendered Yates a miniature replica of the famous Coast Guard ship, the Vibb, as well as a citation from the Coast Guard for the production of the film.

The premiere was highlighted by the presence of civic dignitaries and top level officers of the Coast Guard

(*Continued on page 4*)

20th Reports Decline in Feature Costs

The average cost of a 20th Century-Fox feature production has declined from $2,328,600 in 1947 to an estimated $1,500,000 for 1951, while the number of releases each year has nearly doubled, president Spyros P. Skouras revealed in the company's annual report to stockholders yesterday.

Skouras said that 36 features are planned for release in 1952 and that it is anticipated that the average cost will be "substantially" below the cost of the 1951 releases. Releases in 1951 are expected to total 35, compared with 18 in 1947.

Although net earnings, as previously reported, declined from $12,-

(*Continued on page 4*)

Five 20th-Fox Ads Picked for Exhibit

From over 8,000 entries, of which 343 have been selected for honors in the 30th annual art director's show, 20th Century-Fox reported here yesterday that five of its advertisements for 1950 will be hung in the organization's exhibition at the Grand Central Galleries from May 15 to June 2.

(*Continued on page 4*)

MGM Launches 28th Year; 17 to Start by Aug. 31

HOLLYWOOD, April 25.—Metro-Goldwyn-Mayer today launched its 28th year as a major factor in the motion picture industry. The merger of Metro and Goldwyn took place 28 years ago. Since that time 1,534 features have been produced at the studio here. A grand total of 1,114 awards and citations of various kinds have been received by the company.

Launching its 28th year, Dore Schary, in charge of production, following conferences with Louis B. Mayer, head of the studio, and studio executives, announced a schedule of 17 pictures to go before M-G-M cameras before the end of the fiscal year on Aug. 31. This will complete the 1950-51 program of 42 productions.

Twenty-eight are at present in vari-

(*Continued on page 4*)

Commercial Rents in New US Control Bill

Washington, April 25.—Authority for the Government to control commercial rents will be included in a new economic control bill which President Truman will send to Congress tomorrow, according to Senate Banking Committee chairman Maybank (D., S. C.)

He made the statement following a lengthy White House conference. It has been widely predicted that Congress will veto the commercial rent control proposal.

Warns NPA of Huge Slash In Equipment

NPA Issues Property List to Guide Theatres

WASHINGTON, April 25.—Theatre equipment manufacturers today warned the National Production Authority that present restrictions on theatre construction have forced them to cut back production 60 percent to 80 per cent and that they will have to "discontinue manufacturing motion picture equipment if present construction restrictions are continued."

The warning was delivered by NPA's 35mm. theatre equipment industry advisory committee, which met here with NPA film chief Nathan D. Golden for three and a half hours today.

The committee urged that theatre construction be taken off "List A"

(*Continued on page 5*)

Tells House Probe CommunistsFailed In Hollywood Aims

WASHINGTON, April 25.—Edward Dmytryk today gave the House Committee on Un-American Activities the most integrated picture it has yet received on Communist Party methods and aims in Hollywood.

"In Hollywood," Dmytryk stated emphatically, "the Communist Party has failed."

Dmytryk, one of the "Hollywood 10," recently served four and a half months in jail for a contempt of Congress conviction resulting from his

(*Continued on page 2*)

MacMillen President Of Pathe Industries

CLEVELAND, April 25.—William C. MacMillen, Jr., was elected president of Pathe Industries at the meeting of the company's board of directors here today. He succeeds Kenneth M. Young, who was elected chairman of the board, replacing Robert W. Purcell, who resigned today.

MacMillen had been vice-president and a director of P. I. and president of Eagle Lion Classics, a subsidiary

(*Continued on page 4*)

Personal Mention

HENRY L. NATHANSON, president of M-G-M of Canada, TED J. GOULD, general sales manager, GARFIELD CASS, Toronto branch manager, and DEWEY BLOOM, field press representative, have arrived here from Toronto and are scheduled to return there tomorrow.

•

MAURICE GRAD, short subjects sales manager for Columbia Pictures, and MRS. GRAD announce that their daughter, CHARLOTTE, will be married Sunday to EDWARD LEONARD SCHIFF of this city at the Union Temple, Brooklyn.

•

L. E. GOLDHAMMER, Monogram-Allied Artists Eastern sales manager, left here yesterday for Philadelphia, and will proceed from there to Detroit.

•

Y. FRANK FREEMAN, vice-president and studio head of Paramount, is due to arrive here today by plane from Hollywood.

•

KENNETH MACKENNA, M-G-M studio story head, is due here from the Coast today by plane with his wife, en route to London.

•

SIDNEY FRANKLIN, M-G-M producer, is scheduled to arrive here from the Coast today.

•

NED E. DEPINET, RKO Pictures president, is in Hollywood from New York.

•

MEYER BECK of Stanley Kramer Productions left here yesterday for Boston.

•

F. BORDEN MACE, president of RD-DR Corp., has returned from Burma where he was on an ECA mission.

•

LYNN FARNOL left here yesterday for Washington and is due to return tomorrow.

•

LESTER COWAN is here from the Coast.

•

CHARLES CHAPLIN is here from Hollywood.

Skouras to Attend Chakeres Dinner

CINCINNATI, April 25. — Industry leaders and government officials headed by Spyros P. Skouras, president of 20th Century-Fox, Governor Frank J. Lausche of Ohio, Governor Lawrence Wetherby of Kentucky and Mayor Alfred Cash of Cincinnati will participate in the testimonial dinner to be given to Phil Chakeres, Springfield, O., circuit operator, at the Netherlands Plaza Hotel here on May 7.

Chakeres, named "Exhibitor of the Year" by *Look* magazine, is to be feted by Variety Club Tent No. 3 of Cincinnati and his exhibitor friends. Vance Schwartz, Tent No. 3 chief barker, is in charge of arrangements. Vernon Myers, vice-president of *Look*, will also participate.

Senator's Tribute to Industry Loyalty

Washington, April 25.—Senator Richard M. Nixon (R., Cal.) today inserted in the *Congressional Record* the recent policy statement of the Screen Actors Guild on the House Un-American Activities Committee hearings, and declared that the SAG stand "is reaffirmation of the unquestioned loyalty and patriotism of the great majority of those persons who are affiliated with the motion picture industry."

Meet Today on N.Y. Promotion Plan

In an attempt to revive lagging interest in a projected cooperative business-building drive by Metropolitan New York area exhibitors, Fred J. Schwartz, Century circuit executive, has called a meeting here today in Loew's projection room.

Schwartz initiated the idea last fall at a meeting of leading Metropolitan exhibitors and has headed a smaller committee which met a number of times since then. The group perpared a blue-print for a year-round promotional drive which drew on practically every aspect of public and community relations, but concrete discussion narrowed down to the plan for an industry exposition to be held this fall at Grand Central Palace.

A large group of exhibitors heard the plan presented a few weeks ago but it was referred back to Schwartz' committee to work out details. Recent reports are that interest in the exposition has cooled, with either outright abandonment or at least postponement until next year the likely outcome.

Today's meeting, to which most of the original proponents have been invited, is expected to decide whether to call off the project or to continue to work on it. Schwartz was not available yesterday for comment on the meeting's agenda.

Yates Host in Chicago

CHICAGO, April 25.—Herbert Y. Yates, Republic Pictures president, and Rear Admiral Roy L. Raney, USCG, Commander, Ninth Coast Guard District, will be hosts at a cocktail party here on May 1, at the Ambassador Hotel for the press in honor of Brian Donlevy and Ella Raines, stars of "Fighting Coast Guards." The film will open May 2 at B. and K.'s Roosevelt.

Bercovici Is Given Subpoena On the Coast to Testify

WASHINGTON, April 25. — Committee Chairman John S. Wood said today there now are only eight missing witnesses from the House Un-American Activities Committee's Hollywood subpoena list. He declared that writer Leonardo Bercovici had presented himself to the Los Angeles Federal Marshal's office and had been served with a subpoena.

House Probe

(Continued from page 1)

refusal to answer questions at the 1947 hearings held by the Committee. Today Dmytryk reversed his earlier stand and named some two dozen film people whom he had known as Communists. He told the Committee he had been a member of the party and the Communist Political Association from spring, 1944 to the fall of 1945, and that he was not a member at the time of the 1947 hearings.

Today's other witness, Abe Polonsky, stood on his rights under the Fifth Amendment and refused to answer questions pertaining to alleged Communist affiliations on the ground that it might tend to incriminate him.

Following Dmytryk's testimony the Committee recessed until the week of May 7, due to the press of work involved.

Denies Job Offer

Dmytryk denied he had been offered a $5,000 a week job by M-G-M providing he issued an affidavit that he had not been a party member at the time of the earlier hearings. He told reporters that he had not appeared before the Committee in order to clear himself so that he could work in Hollywood. "If I can't work there," he said, "I can always work in Europe." Other sources have said, however, that Dmytryk has been told by the producers and talent guilds that his only chance of ever working again in Hollywood was to purge himself before the Committee.

Committee counsel Frank S. Tavenner, Jr. said there was no indication that any of the other members of the "Hollywood 10" wished to follow Dmytryk's example and purge themselves before the Committee.

Speaking rapidly and coherently, Dmytryk outlined to the Committee the reasons why the Communist Party had attempted to infiltrate in Hollywood. His testimony paralleled that of admitted Communist Richard Collins and gave a threefold reason for this party drive: To get money, to gain prestige by adding well-known names to the party and to influence film content.

On the first two points, Dmytryk said, the party met with "considerable success." There was a "great deal of money taken out of Hollywood" during and directly after the war, he stated, adding that the Communists had also succeeded in getting big names as front organization joiners if not as party members.

He claimed that the Communists only had a "limited success," however, in influencing film content. He said they couldn't just "walk in" and do this and so had tried to influence the talent and craft guilds, with an eye to taking them over and using union pressure on studio heads to influence films. He said the Communist organization in Hollywood visualized an "eventual coalition" of all the guilds to exercise this control.

Dmytryk told the Committee decisively, however, that the Communist Party "never had any control of any major executive in any studio and never had any control over the content in a film."

U. S. Will Send One-Third More Films Overseas

WASHINGTON, April 25.—The number of prints of motion pictures to be sent overseas by the State Department's film division during the 1952 fiscal year will be one-third greater than the number sent during the current 12-month period, Congress has been told.

Edward's Announcement

The testimony, made public today, was actually given several weeks ago to a House appropriations sub-committee by Herbert Edwards, head of the Department's international motion picture division. Edwards was testifying in support of a budget of $13,074,035 for the film division during the year starting July 1. This compares with an $11,803,000 budget for the current fiscal year and a $2,485,409 budget in the 1950 fiscal year. The committee will not act on the request for a week or more.

The budget presented by Edwards showed a sharp increase in funds for distribution of prints; a small increase for re-editing and adapting foreign language versions and coverage of special events; a small decrease for original production; and a large drop for equipment for showing films overseas.

Huge Audience

Estimating that 200,000,000 people a year see the division's films, Edwards said that next year he hoped to increase by one-third or 32,000 print reels the number of prints sent overseas, and that seven new languages would be added. This year, he said, the division is producing and acquiring 282 subjects, while next year's plans call for 340 new subjects, including 60 to be produced overseas.

This year the division has acquired 1,800 projectors and 152 mobile units, while next year's plans envisage 600 additional projectors and 50 mobile units, the Committee was told.

Some 150 shorts of such film distributors as RKO, 20th Century-Fox, M-G-M, Warner, Columbia, Paramount and Universal are now being reviewed for possible use in the overseas information program, the State Department official declared.

State Department To Telecast Abroad

Washington, April 25.—The State Department's overseas information program has set up a new television unit to operate in England, France, Brazil and other countries where television is coming into wide use, it was revealed here today. The idea will be to provide Kinescope or other material locally for TV sets just as the Department now makes available locally overseas transcribed programs for radio sets.

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"We estimate that a considerable portion of our audience comes from every section of the country." —RUSSELL DOWNING
Executive Vice-President
Radio City Music Hall

BOOKING PICTURES FOR THE NATION!

Mr. and Mrs. America and Family come from everywhere to Radio City Music Hall, N. Y., and that's why every attraction at this famed theatre must be judged for its drawing power to an audience representing a true cross-section of the U. S. A.

FOUR IN A ROW WHERE MILLIONS GO!

RADIO CITY MUSIC HALL

M-G-M's
"ROYAL WEDDING"
(Technicolor)
5 Happy Weeks

RADIO CITY MUSIC HALL

M-G-M's
"FATHER'S LITTLE DIVIDEND"
Now Playing To Packed Houses

RADIO CITY MUSIC HALL

M-G-M's
"THE GREAT CARUSO"
(Technicolor)
NEXT

RADIO CITY MUSIC HALL

M-G-M's
"MR. IMPERIUM"
(Technicolor)
NEXT

They've got to be **BIG!**
They've got to have **STAR draw!**
They've got to have **NATIONAL** appeal!
There's one product that **FITS THE BILL!**

MORE GREAT MOVIES!

Para. Meet Marks 35th Anniversary

The national sales convention opening today at the Hotel Warwick here marks the 35th anniversary of the first nationwide Paramount distribution gathering. This meeting took place in 1916 shortly after Famous Players-Lasky (corporate ancestor of Paramount) was organized. The convention was held in Los Angeles with W. W. Hodkinson, one of the company co-founders with Adolph Zukor, present chairman of the board of Paramount, presiding.

Para. Sales Meet

(*Continued from page* 1)

Keough, Oscar Morgan, Russell Holman and Jerry Pickman.

Also present from the home office will be Arthur Israel, Jr., Robert J. Rubin, Monroe Goodman, Fred A. Leroy, Joseph A. Walsh, Martin Friedman, Arthur Dunne, Harold Beecroft, George Schurr, Jack Roper, G. Knox Haddow, Stanley Chase, Martin Hodge, Jr., Ben Schectman, Louis Phillips, Leonard Kaufman, Tom Gibbons and Sam Boverman.

The advertising-publicity department will be represented by Pickman, Sid Blumenstock, Mort Nathanson, Sid Mesibov, Carl Clausen and 14 field representatives. Norman Siegel, director of studio publicity, will also attend, as will Walter Seltzer, Hal Wallis' publicity representative.

Present from the Eastern-Southern division will be: division manager Hugh Owen, assistant division manager A. M. Kane, district manager Henry Randel, and branch mangers Myron Sattler, Ed Maloney, Gordon Bradley, John Moore, Ed Fitzgerald, A. H. Duren, E. G. Chumley, Henry Germaine, William Holliday, and Dave Friedman, new assistant to Owen.

From the Mid-Eastern division will be: division manager Howard J. Minsky and branch managers Ulrik F. Smith, William A. Meier, Harry S. Buxbaum, Mike Simon, Dave Kimelman and Phil Isaacs.

The Central division will be represented by division manger J. J. Donohue and branch mangers J. H. Stevens, Don Hicks, G. R. Frank, Irving Werthamer, Jess T. McBride and Marion Anderson.

From the South Central division will be: division manager Duke Clark and branch managers Heywood Simmons, Harry Hamburg, Howard Nicholson, Buck Weaver and Harry Haas.

Representatives of the Western division will include: division manager George A. Smith, and branch managers Al Taylor, Ward Pennington, Wayne Thiriot, F. H. Smith, Neal East and Henry Haustein.

To Award Cash Prizes At Para. Sales Meet

It will be payoff time at the Paramount sales convention beginning today at the Hotel Warwick. Cash prizes will be handed out for the following contests:

The "A. W. Schwalberg Merit Awards," which total $5,000, to be distributed for outstanding efforts in all phases of distribution, including sales, booking and clerical; also, for the "Paramount Golden Harvest of 1950 Sales Drive"; the "Pine-Thomas Booking Contest"; special "Lawless" awards, and a $100 prize for the Paramount employee who submitted the best title for the forthcoming 1951 sales contest.

Steele to Open Drive-in

ELMSFORD, N. Y., April 25.—Newly-renovated, the Elmsford Drive-in Theatre, with space for 900 cars, on route 9-A, Elmsford, will re-open on Friday, announces Arthur Steele, managing director.

20th-Fox Reports on Costs

(*Continued from page* 1)

415,146 in 1949 (53 weeks), to $9,553,260 in 52 weeks of 1950, total current assets rose from $110,600,300 in 1949 to $116,297,258 in 1950, representing a ratio of 4.2-to-1, compared to the previous 4-to-1. The increase in assets came from higher cash and government securities holdings and from increased inventory in films and story properties.

Theatre receipts totalled $60,153,264 in 1950, compared with $75,204,919 for the previous year, but Skouras pointed out that theatre divestitures caused $6,500,000 of the decline while another $1,200,000 was represented by one less accounting week in 1950. He attributed the balance to a 10 per cent drop in attendance.

Earnings from film operations gained in proportion to theatre operations, with the former accounting for $4,318,751 of the 1950 profit as compared with $3,899,428 in 1949.

Skouras said that negotiations with the Department of Justice for a consent decree are at "an advanced stage" and that a decree is "anticipated in the near future." The plan for reorganization will go before the stockholders for approval, he said.

In August, 1950, National Theatres increased its funded debt by $7,500,000 and Skouras said that proceeds from that financing and cash on hand will enable NT, prior to divorcement, to pay a substantial dividend to the parent company.

A bank credit agreement for $25,000,000 has expired, Skouras said, with second loan of $5,000,000 borrowed last September.

The report concluded with a listing of directors and officers. Al Lichtman, formerly a vice-president, was not included.

A proxy statement for the stockholders' meeting on May 15 is expected to be mailed later this week, it was stated.

20th-Fox Ads

(*Continued from page* 1)

The selections were culled from the advertising art of 505 companies throughout the country, with the final selection limited to the work of 142 ad agencies, art departments and advertising men.

The 20th Century-Fox winners included advertising from the campaigns on "No Way Out" and "All About Eve," with the major honors going to the ads for "No Way Out." Four ads on the Darryl Zanuck production were selected, in addition to the 24-sheet on "All About Eve."

'No Way Out'

At the time of its release, the advertising for "No Way Out" was honored with an exhibition at New York's Associated American Artists' Galleries in connection with a show honoring "Fifty Years of Motion Picture Progress in Advertising."

The artists responsible for the "No Way Out" and "All About Eve" material selected include Erik Nitsche, Paul Rand, Saul Bass and Herman Temple. Victor Sedlow, art director for the 20th Century-Fox ad department, supervised the work, under Charles Einfeld, advertising-publicity vice-president.

Yates Citation

(*Continued from page* 1)

and other services, and the appearance of actors Brian Donlevy, Forrest Tucker and Ella Raines. Ceremonies, including a salute to the Coast Guard, were held.

Earlier Yates was host to 150 guests at dinner at the Carlton Hotel in honor of Vice Admiral Merlin O'Neill, Commandant of the Marine Corps, and Mrs. O'Neill.

A procession of 30 limousines took the guests to the theatre where the ceremonies were covered by radio and television.

James R. Grainger, Republic executive vice-president in charge of sales, attended the premiere ceremonies, as did Walter L. Titus, Jr., vice-president and district sales manager; treasurer John Petrauskas, Jr., district managers James V. O'Gara and John Curtin, and Richard G. Yates, executive assistant to Grainger.

14 'IA' Locals

(*Continued from page* 1)

bor squarely behind the Screen Writers and Screen Actors guilds which demand participation in producer profits from television film disposals.

The movement now building toward profession-wide proportions, was precipitated by Robert L. Lippert's signign of a contract with the American Federation of Musicians last weekend, which enables him to sell any picture to television after paying for re-scoring and donating five per cent of his TV film revenue to AFM's recording fund.

Brewer said he will press for payments to be paid into the IATSE pension fund, but he has not yet determined what percentage of the producers' revenue he will demand. The SWG is demanding 15 per cent. The SAG, supporting the SWG in principle, is not yet in a position to make formal demands on its own behalf, and it has not determined the percentage figure which it will fix.

Lippert told MOTION PICTURE DAILY he believes that the only practical way for producers to meet the mushrooming TV-sale demands fairly is to allocate a certain percentage, subject to negotiation, for distribution among the guilds and unions, leaving a split-up of the resultant fund to their discretion. It is believed that this type of formula may be advanced by the Independent Motion Picture Producers Association, whose membership includes Lippert.

MacMillen

(*Continued from page* 1)

recently sold to United Artists. Purcell continues as a director and a member of the P. I. executive committee but, in the future, will devote more of his time to the Allegheny Corp. and its subsidiaries and affiliated companies, with which he is also actively associated. Allegheny is the top Robert R. Young company.

All P. I. directors were reelected at the annual meeting of stockholders. They are: Edwin Cox, William R. Daley, Henry J. Guild, MacMillen, Purcell, Kenneth Young, Max L. Roth and Kenneth A. Browne.

M-G-M Begins

(*Continued from page* 1)

ous stages of editing, scoring and printing.

Schedule for an early start are "Lone Star," starring Clark Gable and Ava Gardner, to be produced by Z. Wayne Griffin and directed by Vincent Sherman; "Singin' in the Rain," starring Gene Kelly, Debbie Reynolds and Donald O'Connor, to be produced by Arthur Freed and directed by Kelly and Stanley Donen; "The Man with A Cloak," starring Joseph Cotten, Barbara Stanwyck, Louis Calhern and Leslie Caron, produced by Stephen Ames and directed by Fletcher Markle; "Scaramouche," starring Ricardo Montalban and Fernando Lamas, with Carey Wilson producing and George Sidney directing.

Clark Gable and Lana Turner will be starred in "Sometimes I Love You," to be produced by Arthur Hornblow, Jr.

Schary has selected "The Plymouth Adventure" as the next on his personal production schedule, following "Westward the Women," now in production. The new picture will star Spencer Tracy, Deborah Kerr, Van Johnson and Nancy Davis.

Among others soon to start are "Huckleberry Finn," starring Danny Kaye and Gene Kelley, to be produced by Arthur Freed with Vincente Minnelli directing. "Just This Once," starring Peter Lawford and Janet Leigh, will be produced by Henry S. Berman; "The Big Cast," starring Mario Lanza and James Whitmore, produced by Joe Pasternak; "When in Rome," starring Paul Douglas and Van Johnson, produced and directed by Clarence Brown, for filming in Rome; "Lovely to Look At," starring Howard Keel, Kathryn Grayson and Marge and Gower Champion, produced by Jack Cummings; "Ivanhoe," starring Robert Taylor, Deborah Kerr and George Sanders, produced by Pandro Berman, directed by Richard Thorpe, to be filmed in London.

Productions to complete the 1950-51 schedule also include "The Burning Secret," produced by Gottfried Reinhardt; "The Merry Widow," starring Lana Turner and Ricardo Montalban, produced by Joe Pasternak; and "Skirts Ahoy," starring Esther Williams and Vera-Ellen, also to be produced by Pasternak.

Also, "Belle of New York," starring Fred Astaire and Vera-Ellen, produced by Arthur Freed and directed by Charles Walters; "Callaway Went Thataway," starring Fred MacMurray, Dorothy McGuire and Howard Keel, produced, written and directed by Norman Panama and Melvin Frank.

Arbitration

(*Continued from page* 1)

ganization's board May 14-15 in Kansas City on the results of the arbitration conference, returned to New York yesterday for two days of talks after having devoted two days to the same purpose late last month.

His earlier visit, which was confined to meetings with Loew's and Paramount attorneys, was given to discussions of his proposal for a modification of competitive bidding regulations as well as an examination of the arbitration matter. On this visit he is scheduled to meet with 20th Century-Fox, Warner and RKO officials. He said the talks yesterday were confined to the subject of arbitration, although it was possible that the bidding proposal would be discussed today along with arbitration.

At the conclusion of the March meetings here between Myers and Loew's and Paramount representatives, the Allied counsel remarked that there are so many questions that remain to be answered before the desirability of an arbitration system is determined that "it's hard for anyone to say whether they are 'for' or 'against' the establishment of a system."

The other national exhibitor organization, Theatre Owners of America, has given unqualified support to the establishment of a system of arbitration. Myers, in the past, has spoken disparagingly of arbitration systems as such.

NPA Meet

(Continued from page 1)

of the NPA construction control order and placed instead on "List B." Items on list "A" can be approved for construction only on very tight "hardship" grounds. List "B" items are easier to get approval for, with such grounds as normal population increase defense area growth, necessity for morale, and other factors being considered.

The industry committee won a promise from Golden and R. Burton of the NPA construction control division to take the matter up with top NPA officials and give the industry a report shortly.

Other key points from today's meeting:

NPA announced what items of theatre equipment would be classed as real property and what items as personal property. Real property items count against the $5,000 per year permissible construction or alteration, while personal property items do not count against that ceiling. The cost of installing either type does count, however.

CMP Plan

The industry was told that current plans call for including theatre equipment in the controlled materials plan, under which manufacturer would recieve direct allotments of materials needed for their products.

The industry committee agreed that there was no need for an NPA limitation order on production of 35 mm. equipment, citing conservation measures being taken by companies to save scarce materials.

A task force report was given showing that scrap recovery and other salvage and standardization measures are being used.

In pressing for relaxation of the construction regulations on theatre building, the industry committee declared that the members felt present regulations are more stringent than those in force during World War II.

When NPA officials pointed out that the object of the M-4 order was to save critical materials for the rearmament program, the industry members replied that amounts of critical materials used in theatre construction are extremely small, and that morale of Army personnel near training camps and civilian workers near defense plants depends to a great extent on theatres.

Golden said that when suppliers become familiar with today's real vs. personal property list, manufacturers should have less difficulty selling those items which the new list classifies as personal property.

Attending today's meeting were: Rutledge B. Topkins, International Projector Corp.; O. B. Rendahl, National Carbon Division, Union Carbide and Carbon Corp.; Fred C. Matthews, Motiograph, Inc.; E. J. Vallen, Vallen, Inc.; Leonard Staz, Raytone Screen Corp.; J. K. Elderkin, Forest Manufacturing Co.; Henry M. Fisher, Devry Corp.; C. S. Ashcraft, C. S. Ashcraft Manufacturing Co.; W. D. Hausler, Century Projector Corp.; P. F. Thomas, Altec Lansing Corp.; R. H. Heacock, RCA Victor Division, Radio Corp. of America; J. Robert Hoff, Ballantyne Co.; Samuel Sedran, Goldberg Bros.; Jake Mitchell, Lavezzi Machine Works; Oscar F. Neu, Neumade Products, Inc.; and Fred J. Wenzel, Wenzel Projector Co.

Feld Joins 20th-Fox

ALBANY, N. Y., April 25.—Si Feld, veteran salesman, has left Columbia to join 20th Century-Fox here in the same capacity.

NPA'S OFFICIAL LIST OF REAL & PERSONAL PROPERTY

WASHINGTON, April 25.—Here is the official National Production Authority listing of what theatre equipment items constitute real property and what constitutes personal property:

	Personal Property	Real Property
Air Supply and Conditioning:		
A. Centralized type with ducts, etc.		X
B. Unit conditioners without ducts		X
Architectural Materials:		
Fabrics, panelling, curtains, drapes	X	
Attraction Advertising Equipment and Marquees:		
A. Changeable letters and supporting frames for marquees	X	
B. Display frames — recessed and flush mounted	X	
C. Upright electric signs		X
Auditorium chairs bolted to floor		X
Drive-in Theatre Equipment:		
A. Athletic equipment	X	
B. Playground equipment, etc.	X	
C. Benches and picnic equipment	X	
D. Admission control equipment	X	
E. Attraction advertising signs		X
F. Directional signs	X	
G. In-car loudspeakers	X	
H. Loudspeaker junction boxes	X	
I. Loudspeaker mounting posts		X.
J. In-car heaters	X	
K. Lighting equipment		X
L. Fencing		X
M. Loudspeaker underground cable		X
N. Stadium seating		X
O. Portable screen tower	X	
P. Screen tower (fixed)		X
Q. Outdoor walk-in pogoda seats	X	
Emergency Power Plants:		
A. Portable hand type	X	
B. Permanent	X	
Floor Covering:		
A. Carpeting and lining	X	
B. Linoleum and mastic tile	X	
C. Rubber Mats	X	
Lighting Equipment:		
A. General lighting		X
B. Directional signs	X	
C. Black lighting	X	
D. Gerocidal lighting	X	
E. Portable lamps	X	
F. Stage lighting	X	
G. Spot and flood lights (in projection room)	X	
Maintenance and Wash Room Equipment:		
A. Vacuum cleaners	X	
B. Light stands	X	
Projection and Sound Equipment:		
A. Projectors and pedestals	X	
B. Sound reproducing systems	X	
C. Arc lamphouses	X	
D. Power conversion equipment—		
1. Motor-generator sets	X	
2. Rectifiers	X	
E. Horns and speakers	X	
F. Public address systems	X	
G. Screens	X	
H. Film Rewinders	X	
I. Rewind tables	X	
J. Film splicers	X	
K. Hard of hearing equipment	X	
L. Film storage cabinets	X	
Stage Rigging and Curtain Controls:		
A. Curtain tracks and controls	X	
B. Stage rigging	X	
Ticket Sales and Admission Control:		
A. Coin changer	X	
B. Ticket Issuing Machine	X	
C. Ticket chopper or box	X	
D. Box office		X
Water Coolers		X
Miscellaneous:		
A. Crowd control equipment — portable posts and rope	X	
B. Foyer and rest room furniture	X	
C. Sand urns	X	
D. Television sets for foyer	X	
E. Candy display cases	X	
F. Popcorn machines and warmers	X	
G. Soda fountains		X
H. Self - contained drink dispenser	X	

Kramer to Address UA Sales Meet

Stanley Kramer will be one of the principal speakers at the United Artists "Blueprint for Tomorrow" sales convention in Chicago, May 3-5, William J. Heineman, UA distribution vice-president, reported yesterday.

'Cyrano' Report

Kramer and executives of his production and distribution organizations, including George J. Schaefer, Sam Katz, Myer P. Beck and George Glass, will report first-hand on the "Cyrano de Bergerac" road-show operations and an analysis of promotion campaigns. The picture has been turned over to UA for general distribution beginning July 20, following 35 road-show engagements, it was announced.

Wilcox's "Odette" Acquired By UA From Lopert Films

United Artists has acquired from Lopert Films "Odette," Herbert Wilcox production starring Anna Neagle, Trevor Howard and Marius Goring, it was reported here yesterday by William J. Heineman, UA distribution vice-president. The picture was made in England.

Gov't Sharply Cuts Griffith Cost Bill

OKLAHOMA CITY, April 25.—A revised court costs bill reducing the government-sought sum from $30,974 to $8,015, in the anti-trust suit against Griffith Amusement Co. has been submitted in Federal Court here by government attorneys.

The action followed a fight by Griffith for a reduction in demanded costs. The biggest cut in the sum originally asked by the government came in the U. S. Supreme Court item, $12,000.

Theatre TV

(Continued from page 1)

hearings should file statements with the Commission by Aug. 15 listing the witnesses who would appear and the subjects they will cover.

The Commission today listed the same 10 issues to be covered as appeared in the original announcement of the theatre television hearings on Jan. 11, 1950. That earlier announcement said an exact date would be named later for the hearings.

Among the issues are whether theatre TV transmission requirements can be satisfied by common carrier facilities, or whether such a service would be sufficiently in the public interest to require special frequencies, what specific frequencies would be needed, how good existing or proposed theatre TV systems are, the adequacy of existing or proposed relay systems, and whether, if frequencies are allocated, theatre TV should be on a common carrier basis.

Among the groups listed to appear are the Motion Picture Association of America, the Theatre Owners of America, Allied States Association, Society of Motion Picture and Television Engineers, 20th Century-Fox, Paramount Television Productions, United Paramount Theatres, Fabian Enterprises, RCA, Western Union, Loew's, CBS, Gamble Enterprises, National Theatres, and some two dozen TOA units and circuits.

Calls for Industry Backing on TV Bid

KANSAS CITY, Mo., April 25.—The necessity for building industry goodwill by alert and individual promotion by exhibitors and by promotion on the national level took up a large part of the discussion of the spring meeting of the Kansas-Missouri Theatre Association today at the Hotel Phillips. Gael Sullivan, executive director of the Theatre Owners of America, urged all-industry backing for presentation of theatre claims for television before the Federal Communications Commission hearings to be held soon. Sullivan also held out hopes for arbitration as necessary and possible.

The importance of meeting public criticism of pictures vigorously was urged by Tom Edwards, KMTA official, and others who declared that no attack on films should be permitted to pass without an intelligent answer.

Elmer C. Rhoden, president of Fox Midwest Theatres, stressed a bright future for the industry. Other speakers urged that exhibitors talk up for theatre entertainment in general as well as for their own showings.



A "STATE" OCCASION...



A most important event along the neon-lighted signposts
of Broadway film history . . .

THE WORLD PREMIERE
of
"THE FIRST LEGION"

Loew's State Theatre, New York City, April 27, 1951

. . . the motion picture acclaimed by McCall's Magazine as,
"superlative, smouldering with emotional fire!"

. . . the motion picture Louella Parsons chose as, "Picture Of The Month!"

. . . the motion picture to be enjoyed and remembered by the
millions who loved and thrilled to "Song Of Bernadette" and "Going My Way".

. . . the motion picture that will give you that warm,
wonderful feeling deep in your heart!

Charles Boyer
in **"THE FIRST LEGION"**
with William Demarest · Lyle Bettger · Walter Hampden · Barbara Rush
Wesley Addy · H. B. Warner and Leo G. Carroll · Produced and directed by
DOUGLAS SIRK · Screen adaptation from his play by EMMET LAVERY

"The First Legion"

RELEASED THRU UNITED ARTISTS

FIRST IN FILM NEWS

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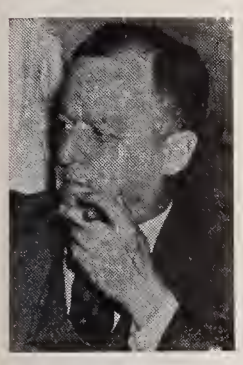
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VOL. 69. NO. 82 NEW YORK, U. S. A., FRIDAY, APRIL 27, 1951 TEN CENTS

Finish Talks On Arbitration With Allied

Myers Taking Tentative Plan to Board May 14

Tentative plans for a new system of industry arbitration were canvassed at the final meeting here yesterday of Abram F. Myers, Allied States board chairman and general counsel, with J. Robert Rubin of Loew's, Austin Keough, Paramount, and Robert Perkins, Warners.



Abram Myers

Myers said yesterday's discussions concluded the exploration of the subject for Allied and he will now report back to his board of directors at a meeting scheduled for May 14-15 in Kansas City.

Myers' own proposal for an amend-

(*Continued on page 6*)

22 Producers At UA Meet

Some 22 independent producers are expected to attend United Artists' "Blueprint for Tomorrow" sales convention which will open in Chicago on Thursday, May 3, it was announced here yesterday by William J. Heineman, UA sales vice-president and convention chairman.

The UA producers have been invited to attend the convention to hear Heineman's new sales policies for all

(*Continued on page 3*)

SWG Video Revenue Drive Slowed Down

HOLLYWOOD, April 26.—The Screen Writers Guild drive for immediate acceptance by the Independent Motion Picture Producers Association of their demand for a contract giving them 15 per cent of the producers' gross return from the sale of theatrical pictures to television was slowed

(*Continued on page 2*)

NPA Pessimistic On Relaxation of Building Controls

WASHINGTON, April 26.—National Production Authority officials today painted a very pessimistic picture on the outlook for relaxation of present theatre construction curbs, sought yesterday on a "life or death" basis by the theatre equipment industry.

In fact, NPA officials indicated, the construction curbs will probably get tighter if anything, as defense production gets into high gear and demands more and more materials.

"The minute you make an exception for theatres," one agency spokesman

(*Continued on page 3*)

NY Exhibitors Vote PublicRelationsPlan

Activation of a cooperative public relations program, under discussion here since last fall, was voted by a group of leading Metropolitan New York exhibitors at a meeting yesterday.

A committee of five was authorized to proceed with the hiring of proper personnel for carrying out the campaign. The committee is headed by Fred Schwartz, who initiated the project, and Max A. Cohen, Si Fabian, Edward Rugoff and Joseph Vogel will serve on it.

Some 40 persons attended yesterday's meeting, representing major circuits and independent theatres of

(*Continued on page 6*)

Pickman Confirmed as Para. Ad Director

Confirmation by Barney Balaban, president of Paramount Pictures, of Jerome Pickman as national director of advertising, publicity and exploitation, was revealed here yesterday at the opening of the company's sales convention at the Hotel Warwick.



Jerome Pickman

A. W. Schwalberg, president of Paramount Film Distributing Corp., in introducing Pickman, announced the confirmation. Pickman was named acting director on Feb. 12.

Rental, Admission PricesWouldRemain Free of U. S. Control

WASHINGTON, April 26.—Film rentals and admission prices would remain free from Federal price control authority under the Defense Production Act extension as submitted to Congress today by the Administration.

The bill, which would extend the Defense Production Act until June 30, 1953, leaves unchanged the present mandatory exemption from price controls of theatre admissions and film rentals. No change is made, either,

(*Continued on page 6*)

U.S. Distributors in Britain End Unit BookingPlan CounteringHigh Quota

LONDON, April 26.—The unit booking plan, under which most American distributors here refused to sell an American picture to Britain's double-feature standard theatres unless the companion picture also was American, was abandoned as of today.

The plan was adopted about three years ago when Britain boosted its film quota to 45 per cent. British exhibitor practice then was to use a strong American feature as the drawing part of a program in order to attract business when playing a weak British quota picture.

The American distributors here decided they would not permit their product to be used to bolster what they considered an unjust quota law. Eric Johnston who was here at the time, approved the unit booking plan and, apparently, it had telling effect because British exhibitors never were able to meet the 45 per cent quota. It was subsequently reduced to 40 per cent and has now been set at 30 per cent.

The original intent was to abandon the unit booking plan when the quota was reduced to a reasonable figure. Indications that it had outlived its usefulness were evidenced about six months ago when 20th Century-Fox ceased using it. Universal was never a party to it because its films are distributed here by J. Arthur Rank.

Para. Slates 50 Top Films, Freeman Says

Distributor Promotion Important, He Tells Meet

Y. Frank Freeman, Paramount Pictures vice-president and studio chief, yesterday told the delegates at the opening day's meeting of the company's current three-day national sales convention here that Paramount has more than 50 pictures of top quality completed in production or in preparation. The convention is being held at the Warwick Hotel.



Y. Frank Freeman

With A. W. Schwalberg, president of Paramount Film Distributing Corp., scheduled to discuss additional product today, Freeman yesterday placed emphasis on pictures to be released

(*Continued on page 6*)

5 Promoted By Mochrie

Dan Loventhal, who has headed competitive bidding sales at RKO Pictures' home office, yesterday was promoted to assistant to Nat Levy, head of the company's Eastern sales division. Frank Drum, who had been assistant to Levy, resigned.

Robert Mochrie, vice-president and general sales manager of RKO Pictures, announced at the same time several home office promotions from

(*Continued on page 3*)

20th Directors Up For Reelection

Ten directors will be elected by 20th Century-Fox stockholders at their annual meeting to be held here on May 15. Nominated by the company are:

L. Sherman Adams, Robert L. Clarkson, Wilfred J. Eadie, Daniel O. Hastings, Donald A. Henderson,

(*Continued on page 3*)

$40,000 Pay Hike To UA 'Collarites' Under New Pact

Under an agreement just concluded with IATSE Motion Picture Home Office Employes Local No. H-63, United Artists has granted its 135 "white collar" workers pay increases totaling some $40,000. A joint announcement of the agreement came yesterday from the company and the local.

The total represents about $27,000 in raises to go into effect April 2, and approximately $13,000 in retroactive pay going back to Jan. 1, 1950. The new contract, which will cover the period from Jan. 1, 1950, to next Dec. 31, provides also for liberalized severance pay arrangements, half-holidays on Lincoln's Birthday, Columbus Day and Election Day and continuance of the union shop.

These are the increases as disclosed by the union: Employes now earning up to $40 per week will receive $4 per week additional; those making between $40 and $52.50 will receive $5 raises; salaries higher than $52.50 will carry $6 hikes.

Approximately 100 employes will be entitled to retroactive pay checks, each of which will total around $130. These workers will receive $2 for each week going back to Jan. 1, 1950. The $2 represents a compromise.

SWG TV Drive

(*Continued from page* 1)

down last night, it was learned.

Commissioner John A. Pfau, U. S. Conciliation and Mediation Service, obtained the consent of both parties to table negotiations until May 3, when he will again meet with both parties. Although Pfau, who last night shuttled between adjacent offices where SWG and IMPAA representatives were in separate session, will be away from the city until May 3, indications are that new considerations presaging a re-evaluation of the issue at stake were introduced.

A SWG spokesman who attended the session said today that strike action, which could be taken Monday following the expiration of the present contract Sunday, will be deferred pending further meetings. This source said the SWG had offered to modify its original demand as to retroactivity, which had been fixed as including all pictures released since 1946, but declined to state to what extent.

IMPPA president I. E. Chadwick, on the other hand, denied a widely published report that IMPPA had offered to set up a 35 per cent allocation, with talent guilds to divide it as they chose, and said that no definite counter-proposals to SWG demands had been made. Chadwick said he was pledged not to divulge the details of IMPPA's talks with commissioner Pfau.

An individual member of IMPPA, who attended the meeting, told MOTION PICTURE DAILY that discussions in general last night gave grounds for belief that the whole television-particpation matter will be delved into on an all-industry basis, with all implications coming in for full examination, before any single and precedential contract is finalized. This source said commissioner Pfau counselled both parties to take the long view.

Personal Mention

JOHN C. FLINN, Monogram-Allied Artists' advertising-publicity director, and HARRY GOLDSTEIN, Eastern exploitation representative, will leave here today for Washington, from where FLINN will depart for the Coast next week.

•

J. J. FITZGIBBONS, president of Famous Players Canadian, and MORRIS STEIN, former chief barker of Variety in Canada, were honored by the Toronto Variety Tent No. 28 at a dinner and were presented with diamond-studded gold Varicty emblems.

•

GAEL SULLIVAN, Theatre Owners of America executive director, will return to New York today from Kansas City.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, was in Cincinnati yesterday from New York.

•

JAMES W. MCFARLANE, Universal-International manager for India and Pakistan, is in New York for conferences.

LEON J. BAMBERGER, RKO Pictures' executive and MRS. BAMBERGER announce the marriage of their daughter LOUIE JEAN to LEONARD MARTIN BLOKSBERG, of Brooklyn on May 6 at the Westchester Women's Club, Mount Vernon, N. Y.

•

HAROLD WIRTHWEIN, Monogram-Allicd Artists Western sales manager, is due to fly from Hollywood today for the regional sales meeting in Colorado Springs.

•

AMERICO ABOAF, vice-president and general sales manager of Universal International Films, Inc., is due to leave here for Europe this weekend.

•

ARMAND DEUTSCH, M-G-M producer now here from Hollywood, will leave for North Carolina Sunday.

•

BUCK HARRIS, Screen Actors Guild's public relations chief, is due here Monday from Hollywood.

•

GEORGE GIROUX and S. ERIC HOWSE, Technicolor officials, left the Coast yesterday by train for New York.

Harbach Reelected Ascap President

Otto A. Harbach yesterday was reelected president of the American Society of Composers, Authors and Publishers at a meeting of the organization's board.

All other officers, with one exception, also were reelected. The exception was George W. Meyer who declined to run again for the post of secretary; he is succeeded by Paul Cunningham.

The remaining officers are: Saul H. Bourne, vice-president; Oscar Hammerstein II, vice-president; Louis Bernstein, treasurer; A. Walter Kramer, assistant secretary; Frank H. Connor, assistant treasurer.

A new committee was named to continue negotiations with Hollywood producers to establish fees for licenses to music used in motion pictures. The group consists of Stanley Adams, Fred Ahlert, Hammerstein, Edgar Leslie and Bourne.

Truman at Premiere Of 'Coast Guard'

WASHINGTON, April 26.—President and Mrs. Harry S. Truman attended the world premiere of Republic's "Fighting Coast Guard" at the Warner Theatre here last night.

The President and Mrs. Truman received Secrctary of the Treasury John W. Snyder and Mrs. Snyder, Herbert J. Yates, president of Republic Pictures; James R. Grainger, executive vice-president; George Crouch, Washington zone manager.

Harold Smith Leaves MPAA Coast Post

Harold L. Smith, Motion Picture Association of America international division representative on the Coast, this week terminates 23 years with the Association and will sail shortly for Paris where he will announce future plans.

Smith joined the division in 1928 and until 1940 handled the Association's problems on the Continent, from Paris. He was transferred to New York in 1940 and for five years was assistant manager of the division. In 1947, he went to Berlin on a Motion Picture Export Association mission to negotiate with American Military Government officials an agreement that led to the commercial re-entry of American films in Germany.

Since 1948, he has been in Hollywood for the division as adviser to member studios on film content relating to the portrayal of Americans and the American way of life in films for export.

In announcing Smith's resignation, John G. McCarthy, MPAA vice-president in charge of international affairs, said, "He leaves with MPAA's good wishes." His duties will be absorbed by others in the MPAA's international division.

Meeting to Protest UK Tax Increase

LONDON, April 26.—A joint meeting of the fur trade associations, Cinematograph Exhibitors Association, Kinematograph Renters Society, British Film Producers Association and the Specialized Film Producers, voted today to accept the invitation of Sir Wilfrid Eady, Under-Secretary of the Treasury, to discuss with him Chancellor Hugh Gaitskell's proposals for an increase in the entertainment tax.

FCC Renews Para.'s, 20th-Fox's Video Special Licenses

WASHINGTON, April 26.—Throwing absolutely no light on how it will go about implementing its recent report on licensing policy, the Federal Communications Commission today granted 20th Century-Fox and Paramount Television Productions six months renewals of special temporary authorizations for television relay operations used by the film companies in New York for experimental work on theatre television.

The licenses were due to expire Saturday and it had been thought possible that the Commission, in acting on renewal applications, might give some indication of a new policy. But in granting the six-month extensions, the maximum possible for a special temporary authorization, the Commission made the grant subject to the same conditions it always has—that the action is "without prejudice to any action the Commission may take with respect to any outstanding authorization or application of the grantee" in light of the Supreme Court's Paramount case decision and the Commission's policy of weighing anti-trust violations.

Jack Cohn Again Heads MP Pioneers

Jack Cohn was reelected president of Motion Picture Pioneers and the Foundation of Motion Picture Pioneers at a board meeting here yesterday. Marvin Kirsch was reelected vice-president and Harry J. Takiff, secretary-treasurer. Hal Horne, formerly a vice-president, was not returned to office.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR
"FATHER'S LITTLE DIVIDEND"
A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

Academy Award Winner.. "Year's Best Actress"!
18th record week!
Victoria B'way & 46th St.
JUDY HOLLIDAY in BORN YESTERDAY
A Columbia Picture

ROBERT MITCHUM · AVA GARDNER
MELVYN DOUGLAS in MY FORBIDDEN PAST
An RKO Radio Picture
in person FRANK SINATRA
EILEEN BARTON
JOE BUSHKIN and ORCH
TIM HERBERT & DON SAXON
EXTRA DAGMAR
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Dividends Off Slightly: US

WASHINGTON, April 26.—Publicly-reported cash dividends of motion picture companies for the first quarter of this year amounted to $6,769,000, compared with $7,575,000 for the same 1950 period, the Commerce Department reported here today. This was a drop of $806,000 or 11 per cent. For March, the figure was $4,609,000 this year against $5,181,000 last year.

However, officials pointed out that included in the Jan., 1950 total was a substantial dividend payment from Stanley Co., which traditionally reports late and has not yet reported this year. Moreover, $560,000 of the $572,000 drop in March is accounted for by the fact that Paramount Pictures has bought up a considerable amount of its own stock, and is paying a much smaller total dividend though the dividend rate is unchanged.

20th Stockholders

(*Continued from page* 1)

Robert Lehman, William C. Michel, Seton Porter, Murray Silverstone and Spyros P. Skouras. All are now board members.

Darryl F. Zanuck, production vice-president, was the highest paid 20th-Fox officer in 1950, according to the schedule of remuneration included in the proxy letter mailed yesterday. He drew a total of $260,000 and was followed by president Skouras, with $252,430. Other salaries were: $139,-043 to Al Lichtman, vice-president and sales executive; $135,355 to Silverstone, head of foreign operations; $116,655 to Michel, executive vice-president; $69,830 to Henderson, secretary-treasurer; and $63,555 to Eadie, comptroller and assistant treasurer.

Lichtman, whose $3,000 per week contract has four years to run, was not listed among the company officers in the annual report issued on Wednesday.

Daylight and Overnight
DC-6
Mainliner 300s
11½ HRS. ONESTOP to
LOS ANGELES
"the Hollywood"
Leaves 12 noon, arrives 7:55 p.m.
United's *overnight* flight to Los Angeles leaves at 10 p.m.; arrives the next morning.
Daylight Saving Times quoted.
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Review

"Fighting Coast Guard"

(Republic)

HERBERT J. YATES pays a rousing tribute to the deeds of the U. S. Coast Guard in war and peace in "Fighting Coast Guard." The picture begins in pre-Pearl Harbor days and continues on into the World War II. It is at its stirring best when depicting combat scenes. These sequences were caught by combat photographers and have been adroitly worked into the picture's narrative development. In its fictional aspects however, the story follows a conventional course. As demonstrated at the picture's gala premiere in Washington Wednesday night, the Navy and Coast Guard can offer helpful cooperation in exploitation.

Heading the cast are Brian Donlevy, Forrest Tucker and Ella Raines. Tucker portrays a shipyard foreman who is induced into joining the Coast Guard against his wishes. Most of his troubles are instigated by an emotionally disturbed employee at the yard, John Russell, who plots and conspires against him. Further complications center around the romantic rivalry for Miss Raines between Tucker and Donlevy, a Coast Guard commander. At officer's school, which is under Donlevy's command, Tucker is "washed out" because of the connivance of Russell. However, at sea, under enemy fire, Tucker proves his rare courage and winds up a commissioned officer. At this point Donlevy steps aside to allow the fluctuating romance between Tucker and Miss Raines to reach its fulfillment.

The Sons of the Pioneers provide an occasional musical fillip. Others in the cast are Richard Jaeckel, William Murphy and Martin Murphy. Joseph Kane was associate producer and director.

Running time, 86 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Rhoden Proposes an Appeal to Teenagers

KANSAS CITY, April 26.—Census figures showing the largest increase in 10 years from 1940 in the age group one-to-ten were used by Elmer C. Rhoden of Fox Midwest to back up his suggestion for an appeal to teenage patronage in a talk to the Kansas-Missouri Theatre Association spring meeting here yesterday. On the other hand, a decrease in the 15-to-19 group was called a contributing factor to any recent decrease in patronage. Rhoden also urged efforts be made to draw out stay-at-homes, such as the over-55-age which has increased largely.

Jay Jackson of National Screen Service urged exhibitors to know their pictures and to have good things to say about them to meet detractions.

NPA Controls

(*Continued from page* 1)

said, "every other category of amusement construction comes in and wants the same exception. If you switch theatres from list A to list B, the others want that. If you lift the limit for theatres from $5,000 to $15,-000, the others want that."

NPA film chief Nathan D. Golden promised to take up the equipment advisory committee's request as quickly as possible with "top policy-makers in NPA." But, he admitted, "things around here sometimes move awfully slowly, and it may take some little time."

Golden said he had always realized that it was just a matter of time before the construction ban would really start hurting the equipment makers, but indications are there is comparatively little that can be done about it.

Universal Dividend

The board of directors of Universal Pictures, has declared a quarterly dividend of $1.06¼ per share on the four and one-quarter percent cumulative preferred stock of the company, payable June 1 to stockholders of record on May 15.

Five Are Promoted

(*Continued from page* 1)

within the ranks in the company's three divisions.

Francis J. Mooney, who has been head of the contract-approval unit of the North-South division, has been promoted to assistant to Charles Boasberg, North-South division head. This post was vacated last week when Carl Peppercorn was named Canadian district manager.

Arthur F. Joswig, who has been assistant to Lou Miller, head of contract-approval for the Western division, of which Walter Branson is manager, will replace Mooney.

Milton B. Althoz, who has been assistant to Emmet Cashman, head of the print and negative department, takes over the post held by Loventhal, while Clarence A. McGeary, who has been assistant to Irving Cane, head of the contract department, replaces Joswig.

Loventhal has been with RKO for six years, Mooney for 26 years, Joswig for 26 years, Althoz for 15 years. McGeary for 26 years.

Drum, a veteran of the company, has not as yet announced his plans.

SOPEG Sues to Prevent Sale of ELC to U. A.

Justice Dennis O'Leary Cohalan yesterday signed in New York Supreme Court a show cause order in an action filed by the Screen Office and Professional Employes Guild (DPOWA-District No. 65) to enjoin Pathe Industries from transferring assets and consummating the sale of Eagle Lion Classics to United Artists. Argument in the case will be heard today.

The union is seeking to prevent the discharge of any employe of the ELC New York exchange and to force Pathe to arbitrate a dispute over severance and vacation pay. Attorneys for Pathe and U.A. could not be reached yesterday for comment.

WB's Bragin Promoted

PITTSBURGH, April 26.—Saul Bragin has been named chief film booker and buyer for Warner Theatres here to succeed Harry Feinstein who recently was appointed zone manager for the company's New England division.

22 UA

(*Continued from page* 1)

company releases, and his analysis of the stepped-up national and point-of-sale promotion and pre-selling programs formulated by Max E. Youngstein, vice-president and national director of advertising, publicity and exploitation.

Among the producers who are expected to attend are: Stanley Kramer, producer of "Cyrano de Bergerac" and "High Noon"; Bob Roberts, producer of "He Ran All the Way"; I. G. Goldsmith, producer of "The Scarf"; Harry and Edward Danziger, producer of "So Young, So Bad" and "St. Benny the Dip."

Others Attending

Also, Robert Stillman, producer of "Queen for a Day" and "Try And Get Me"; S. P. Eagle, "The Prowler" and "When I Grow Up"; Jules Levey, "Fabiola"; W. Lee Wilder, "Three Steps North"; Edward F. Gardner, "The Man with My Face"; Irving Allen, "New Mexico"; Douglas Sirk, "The First Legion"; William Dieterle, "Volcano."

Also, Sherrill Corwin, who is presenting "The Man from Planet X"; Wally Kline, "Skipalong Rosenbloom"; Mort Briskin and Robert Smith, "The Second Woman"; Benedict Bogeaus, "My Outlaw Brother"; Helen Rathvon, "The Sun Sets at Dawn"; Neil Agnew and Sidney Deneau of Motion Picture Sales, which is presenting "Wicked City"; and Jack Schwartz, producer of "Korea Patrol," "Badman's Gold" and "The Hoodlum."

Also, the following producers' representatives: Arthur Sachson, representative for Robert Stillman; Jack Ellis, for Goldsmith; David (Skip) Weshner, for the Danzigers and also for S. P. Eagle's Horizon Productions; Arthur Kelly, for Charles Chaplin, and Kramer Organization executives George Schaefer, Sam Katz, Myer P. Beck and George Glass.

United Artists Adds 19 Productions to Its List

Adding up to its unprecedented total of 38 features to go into distribution for the first eight months of 1951, United Artists has expanded its releasing schedule to 19 major productions for the coming three-and-a-half month period beginning May 1 and ending August 17, it was announced here by William J. Heineman, UA distribution vice-president.

Heineman and Youngstein Get Reports on 'Cyrano'

An analysis of five campaigns for "Cyrano de Bergerac," which United Artists says reaped national newspaper, magazine, radio and television promotional penetration valued at $10,000,000 plus an additional $1,000,-000 worth of local publicity coverage in 35 road show cities, has been turned over by the Stanley Kramer Distributing Co. to United Artists in preparation for the national release of the Jose Ferrer starrer on July 20.

Report Drawn Up

The report, which resulted from a series of meetings in both New York and Hollywood attended by George Glass, Sam Katz, George Schaefer, Myer P. Beck and Frederick Polangin was delivered to William J. Heineman, United Artists distribution vice-president, and Max E. Youngstein, advertising-publicity vice-president.

Picker, UA Talking

Arnold M. Picker, vice-president of Columbia International since 1945, has been negotiating with United Artists looking to his becoming UA foreign manager, a spokesman for the latter company said yesterday. Efforts to reach Picker for comment were unavailing.

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GREAT EXPLOITATION PIC

FIGHTING CO



FIGHTING COAST GUARD starring BRIAN DONLEVY

with JOHN RUSSELL · RICHARD JAECKEL · MARTIN MILNER · STEVE BRODIE · TON

Screen Play by Kenneth Gamet • Story by Charles Marquis Warren • Technical Adviser — Lt. Commander Robert

A REPUBLIC PI

Republic Pictures Corporation — Herbert J. Yate

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WORLD PREMIERE
WARNER THEATRE
WASHINGTON, D. C.

ROOSEVELT
CHICAGO



THER
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AST GUARD

Y· FORREST TUCKER · ELLA RAINES
OWERS and SONS OF THE PIONEERS
annom, U.S.C.G.R. • Associate Producer-Director — JOSEPH KANE
CTURE
resident

TIONAL PRE-RELEASE PREMIERES!

FOX
SAN FRANCISCO

PARAMOUNT
and FENWAY
BOSTON

MAYFAIR
NEW YORK

Corwin Will Close, Stymied on Product

Hollywood April 26.—Sherrill Corwin will close his Orpheum, downtown house, May 10 indefinitely. The reason given is inability to obtain suitable top product on profitable terms in competitive bidding against major circuits.

Corwin is a member of the Southern California Theatre Owners Association's committee scheduled to meet with Department of Justice officials in Washington Tuesday on a proposed program for revising zoning, clearance and other trade practices in the Los Angeles area.

Morgan Lists 58 Shorts from Para.

A total of 58 one-reel shorts, 34 of which are cartoons in Technicolor, and 104 issues of Paramount News will be released by Paramount in 1951-52, it was announced yesterday by Oscar Morgan, general sales manager of short subjects and Paramount News, speaking before the company's national sales convention at the Hotel Warwick, New York. The total of 58 subjects is the same as this year.

Morgan detailed the schedule which includes the introduction of a new series entitled "Paramount Toppers" and a change in title to "Kartunes" for the series formerly known as "Screensongs." Six each of those will be released along with eight "Popeye Cartoons," four "Popeye Champion Cartoons," 10 "Noveltoon Cartoons," six "Casper Cartoons," six "Pacemakers" and 12 Sportlights.

"The 'Toppers' series," Morgan emphasized, will "enable us to maintain a flexible position so that we can at any time either produce a timely or outstanding short ourselves or buy such a short on the outside. In the past, we have been unable to move that freely."

Rentals, Admissions

(*Continued from page* 1)

in the present wage control set-up, under which film industry wages have been ruled subject to control. The Wage Stabilization Board would still have power to end such controls if it though such action desirable.

Another section of the bill would give the Administration power to fix commercial rents at any level desired, but in no event could they be rolled back further than June 24, 1950 levels.

Hearings will open before both House and Senate banking committees the week after next.

NY Exhibitors

(*Continued from page* 1)

the area. Also present as observers were Arthur Mayer, Council of Motion Picture Organizations executive vice-president, and COMPO aides Robert Coyne and Charles McCarthy.

Though it is understood that the meeting dealt with raising funds for the project, no official comment on how it will be done was made. It is believed that some of those in attendance were reluctant to make firm commitments without consulting their organizations.

No disposition of the projected film industry exposition was made at yesterday's gathering and it was described as entirely a separate matter from the public relations program.

Paramount Slates 50

(*Continued from page* 1)

between July and December of this year.

Freeman said the 50 pictures represented a record investment in production. He stressed the importance of proper merchandising of them primarily by the distributor and pointed out the need for the exhibitor's "follow-through."

Singling out Cecil B. DeMille's "The Greatest Show on Earth," Freeman claimed it has "a pre-sold audience of more than 120,000,000 persons in this country alone."

New Stars

Turning to Hollywood's "failure to develop new stars," the studio chief reported that "Paramount has taken steps to correct this condition by re-establishing its famed "Golden Circle." This term is applied to 11 of the company's most promising young players who will be groomed for ultimate stardom to supply "new faces."

"The Studio," Freeman said, "is doing a top job. Nowhere in the industry is there a more loyal, efficient and hard-working group. But we cannot do the job alone. We must have—and are going to receive—100 per cent cooperation for the distributing company.

At Crossroads

"We are at the crossroads," Freeman concluded, "and it's in your hands to decide whether we go forward or backward—for there is no standing still. If top-bracket films are the answer to the industry's problem—our line-up represents the best of all possible answers."

Freeman touched upon William Wyler's "Carrie," "My Son, John," Hal Wallis' "The Stooge," Wyler's "Detective Story," Perlberg-Seaton's "Aaron Slick from Punkin' Crick," Wallis' "Red Mountain," "Flaming Feather" and "Rage of the Vulture."

Advertising-Publicity-Exploitation Meetings Are Set for Tomorrow

Paramount's entire advertising, publicity and exploitation staff, under national director Jerry Pickman, will meet at the Hotel Warwick here tomorrow, the third and final day of the company's national sales convention.

Principal topic of discussion will be the means of implementing the recently formulated merchandising program set up to narrow the promotional gap between the completion of a new film and its release some months later. In addition, all present will be briefed on advertising, publicity and exploitation plans envisioned for forthcoming productions, and the meeting will be thrown open for the submission of additional ideas and suggestions.

Attending, in addition to Pickman, will be Norman Siegel, director of studio publicity; Walter Seltzer, Hal Wallis' publicity representatives; Sid Blumenstock, advertising manager; Mort Nathanson, publicity manager; Sid Mesibov, exploitation manager, and many others.

Announce Winners of 'Harvest,' Pine-Thomas, Schwalberg Awards

Winners of $40,000 in prize money for Paramount's "Golden Harvest Sales Contest," the "A. W. Schwalberg Merit Awards," the "Pine-Thomas Booking Contest" and the "Pine-Thomas 'Lawless' Contest" were announced yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

In making the winners known at the company's national sales convention here, Schwalberg paid tribute to "these men and women of Paramount who have performed their tasks so brilliantly during the past year."

In the drive, the New Orleans branch topped nine others. Sharing in the first prize money were W. Gordon Bradley (then branch manager, now Atlanta manager), Edgar Shinn, Harold Wyckoff, Foster Hotard, Irma Rogers, Milton Aufdemorte, Louis Dwyer, Jane McDonnell, Clyde Daigle, Charlotte Ricks, Frank Musso, Barbara Klein, Althea Suarez, Jacquelyn Thon, Mary Morris, Beverly Luquet, Cuddy Jones, Lillian Flick, Hazel Roberts, Mildred Long, Hazel McNulty, Rhea Huet, Hilda Famularo, Caroline Gondran, Calvin Johnson, Stephen Pabst, Edward Richard, Lucille Breeland, and Everett Olsen, exploiteer.

Second through 10th prizes were awarded in the order named: Indianapolis branch, Des Moines, Oklahoma City, Jacksonville, Charlotte, Denver, St. Louis, Portland and Washington.

The Schwalberg Awards went to Phil Isaacs, John Gubbins, Gilbert Norton, Henry Germaine, Edward Fitzgerald, Marjorie Tresco, Shirley Couwenhoven, Thelma Ray, and many others.

Name 16 New Members To Paramount's '100% Club'

An additional 16 members were named yesterday to Paramount's "100% Club" by A. W. Schwalberg, president of Paramount Film Distributing Corp., at the company's sales convention here.

New members include: Edmond DeBerry, Charlotte; David Friedman, Charlotte; Fred Mathis, Jacksonville; Bartow Smith, Jr., Atlanta; John Gentile, Cincinnati; Herbert Gillis, Philadelphia; Jack Howe, Washington; Kenneth Bishard, Des Moines; George DeVine, Indianapolis; Harry Schlar, Milwaukee; Eugene Jacobs, Kansas City; Richard Parker, Dallas; Frank Rule, Dallas; Paul Allmeyer, Denver; Ralph Hayden, Seattle; Jack Stevenson, San Francisco.

Dann Stays with Odeon

TORONTO, April 26.—A denial was issued here by Canadian Odeon headquarters that Harry S. Dann had resigned as district manager for the Niagara area and Western Ontario at the same time that Clare J. Appel tendered his resignation as Eastern division manager, effective May 15. Canadian Odeon said Dann will continue in charge of district operations at Hamilton.

To Feature Variety Aid

BOSTON, April 26.—The next edition of the *Saturday Evening Post* will carry a feature story of the New England Variety Club's Children's Cancer Research Foundation.

Arbitration

(*Continued from page* 1)

ment of the competitive bidding provisions of the Paramount decree to relieve independent exhibitors of the necessity of bidding against each other for films was not discussed at the two-day session here but Myers said he had been promised a reply. He added that he hoped the answer on the competitive bidding proposal would be forthcoming prior to the Kansas City board meeting.

Myers said the tentative plan for an arbitration system included the subjects which would be submitted to arbitration, all but two of which, he said, there appears to be no difference of opinion about. He declined to identify the two subjects which remain open to question and said he could not reveal details of the plan prior to reporting to the Allied board.

Asked whether he had any recommendations to make to the board concerning the plan, Myers said his instructions from the last board meeting in Washington were simply to explore the subject of arbitration and report back. "However," he said, "if the board asks for recommendations I will be prepared to make them." He declined to state what they would be.

Future action, if any, by Allied on the subject will depend upon the board's decision after hearing his report, Myers pointed out.

Other distributor and exhibitor groups remain to be consulted, Myers said, adding that it was his impression that Rubin, Keough and Perkins would undertake to make the further approaches.

Allied and Myers, in particular, have evidenced little enthusiasm for an industry arbitration system in the past, in contrast to the Theatre Owners of America and several distribution companies, which feel that it is an economic necessity for the industry.

Asked whether the talks, the last one being the second of two sessions of two days each between Myers and the three attorneys, had altered his opinion of industry arbitration, Myers remarked: "They have a terrific problem and I feel they are very sincere about their approach."

It was apparent from Myers' observations about industry arbitration in the past as it existed under the administration of the American Arbitration Association that Allied would not sanction a new system based on the same principles.

He complained that under the AAA operation there were always so many attorneys on hand that the proceedings had the appearance of court battles rather than arbitration.

Myers said his personal conception of what constitutes good arbitration practice is the informal conference.

Questioning the value of polls taken recently to determine the opinion of exhibitors in general of the value of arbitration system, Myers said he could not recall that a single member of Allied had been asked for an opinion in these polls.

Lesser-Goldstein Deal

The Jack Goldstein Office here has been engaged by producer Sol Lesser to handle public relations and promotion on the premiere engagements of "Kon-Tiki" in conjunction with RKO Pictures, which is releasing the film.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 83 NEW YORK, U. S. A., MONDAY, APRIL 30, 1951 TEN CENTS

Park-in Case Again Goes To High Court

Suit Directed Against Para.-Richards, Others

WASHINGTON, April 29.—Park-in Theatres, Inc. has appealed another drive-in patent suit to the U. S. Supreme Court, this one directed against Paramount-Richards Theatres, Inc., Paramount-Richards Enterprises, Inc., and Kennington-Richards Enterprises, Inc.

The suit, originally brought in Oct., 1947, seeks to recover royalties under a patent agreement on Park-in's Hollingshead drive-in patent and also seeks damages for the reputed failure of the defendants to "adequately and in good faith commercialize and promote the invention" under terms of their patent agreement with Park-in.

Both the District Court and Circuit Court dismissed the Park-in suit on the grounds that the terms of the agreement constituted such misuse of the licensed patent as to render the agreement unenforceable. Park-in thereupon appealed to the U. S. Supreme Court.

19 Films in U-I Backlog

With three pictures winding up this week, Universal-International's backlog of films will reach the highest point of any time during the year with 19 pictures either editing or completed and awaiting release. Nine are in Technicolor.

Completed this week will be "One Never Knows," co-starring Dick Powell and Peggy Dow; "The Cave,"

(*Continued on page 4*)

N. England Trucker Curtails Service

Boston, April 29. — John Marshall of the Film Exchange Transfer Service of Boston, serving theatres in New Hampshire, Massachusetts and Rhode Island, states that film deliveries in many sections of the territory will be eliminated on Wednesdays, to conserve tires and truck equipment, film distribution offices were told.

Sharp Drop in March Ticket Tax Revenue

Washington, April 29.—General Federal admission tax collections in March, reflecting February box-office business, amounted to $25,625,450, compared with $32,910,332 for the previous March.

Rodgers Calls M-G-M Meet

William F. Rodgers, M-G-M sales vice-president, has called a three-day meeting of field sales managers to be held at the Astor Hotel here starting Monday, May 7. Product and policies affecting forthcoming releases will be discussed.

Attending from the field will be sales managers John P. Byrne, Eastern; Rudolph Berger, Southern; John S. Allen, Southwestern; John J. Maloney, Central; Burtus Bishop, Jr., Midwest; George A. Hickey Western; the following home office assistants to the field executives: Paul J. Richrath, Leonard Hirsch, Charles F. Deesen, Sidney Lefkowitz, Irving Helfont and William Levine.

TV No Threat to Mass Audience: Gell

As long as producers keep their sights firmly fixed on pictures for the mass audience the motion picture industry, both here and abroad, has little to fear from any competitor, including television, according to William Gell, British distributor and producer.

Gell, here to line up U. S. product for British release and to arrange for U. S. distribution of his own "Lilli Marlene," pointed to the success of "King Solomon's Mines" here and abroad as an index to the adage that a film that catches the public fancy

(*Continued on page 2*)

'IA's TV Revenue Bid Put at 5-10%

HOLLYWOOD, April 29.—Fourteen IATSE locals will demand "between five and ten percent" of producers' gross receipts from the sale of theatrical pictures to television, international representative Roy Brewer told the MOTION PICTURE DAILY.

The decision on the exact percentage to be demanded, and other details, will be reached this week, Brewer said, following inter-local discussions.

Takeover of ELC By United Artists Is Now Complete

With the transfer to United Artists on Friday of all Eagle Lion Classics negatives, prints, advertising accessories and other assets involved in the sale of ELC by Pathe Industries, the final formalities in the absorption of ELC by UA were accomplished.

The purchase of ELC gives UA the biggest combined inventory of feature films ever held by the company, the total negative value being placed at $40,000,000. Some 38 pictures, consisting of former ELC features as well as regular UA product, will have been released during the first eight months of this year by UA.

Arthur Krim and Matthew Fox are scheduled to visit the Coast next week, to line up product for next year. They will attend the Thursday-through-Saturday company sales meeting in Chicago and proceed to the Coast from there.

Mono. to Emphasize Color; Broidy Says

COLORADO SPRINGS, April 29.—Monogram-Allied Artists president Steve Broidy told the firm's Western regional sales meeting at the Broadmoor Hotel, that "color will definitely be emphasized on our future program."

He added that "exhibitors want it and our sales force has found a ready and profitable market for every color film we have released. Three pictures are in preparation now for Cinecolor cameras. They are 'Big Top,' 'Flight to Mars' and 'Rodeo'."

Pointing out that the company has been operating in the black for the past six months, Broidy declared a

(*Continued on page 4*)

Velde Misled on Red-Film Charges

WASHINGTON, April 29.—Rep. Harold Velde (R., Ill.), top-ranking Republican on the House Un-American Activities Committee, admitted over the weekend that he might have misled a radio audience Thursday night when he charged that many short subjects carried Communist propaganda.

Velde said he should have made it clear that he was not thinking of shorts made in Hollywood and distributed by regular film companies.

(*Continued on page 2*)

Para. Releases Boosted to 15 For Last Half

Testifies to Confidence In Future: Schwalberg

An accelerated release program, combining an increased investment in production and the placing of emphasis on quality pictures, reflects Paramount's confidence in the future. A. W. Schwalberg, president of Paramount Film Distributing Corp., told the company's national sales convention here on Friday. "More, Better, Bigger Pictures" is the keynote of the company's planning, he said.



A. W. Schwalberg

Schwalberg informed the company's sales force that 15 top

(*Continued on page 4*)

Republic Net Is $227,495

A net profit after taxes of $227,495 for the 13 weeks ending Jan. 27, 1951, is reported by Republic Pictures and its subsidiaries. This compares with a profit of $290,766 for the similar period ending Jan. 28, 1950.

The profit for the 13-week period before deductions for taxes is reported at $407,495, compared with $485,766 for the same period a year ago.

TV Show Launches Palsy Campaign

The United Cerebral Palsy's drive for $5,000,000 was launched on Saturday on the Ken Murray CBS-TV network show, with stars of stage and screen aiding the nationwide appeal.

In many parts of the country, TV parties were held in conjunction with the show, Leonard H. Goldenson, UCP president reports.

NEWS in Brief . . .

A PROGRAM to produce short subjects dealing with health, education, science, human relations, tolerance and culture was outlined at the recent UNESCO film conference in Paris, it was revealed here by Fred Quimby, M-G-M short subjects department head, who attended the conference as the only representative of the Hollywood industry.

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Exploitation plans for M-G-M's "Red Badge of Courage," to be released in August or September, are being discussed here with home office executives by Gottfried Reinhardt, the film's producer. He said that road shows are being considered.

On his return to the Coast studio Reinhardt will begin shooting on his next picture. "The Family Man," which will be followed by "The Burning Secret," based on a story by Stefan Zweig.

•

The 69th semi-annual convention of the Society of Motion Picture and Television Engineers will open at the Hotel Statler here today and run through Friday, with some 60 technical reports and discussions on new developments in the film and video fields on the agenda of the 14 sessions scheduled.

•

OMAHA, April 29.—A. W. Renfro, 54, for many years with RKO Radio, has resigned as branch manager here to become a partner in Oscar Hanson's booking service, renamed Theatre Booking Service.

•

The address delivered by Spyros P. Skouras, president of 20th Century-Fox, on "Are Movies Better Than Ever," at the recent Harvard public forum will be distributed by the community relations department of the Motion Picture Association of America.

•

BUFFALO, April 29 — George H. Mackenna, general manager of the Lafayette Theatre and temporary chairman for the Council of Motion Picture Organizations in the Buffalo area, has called a meeting here for tomorrow to organize the territory for COMPO.

Cross-suits Filed in Dispute Over Film

Pathe Industries has moved to dismiss a $27,000 suit brought by it and Eagle Lion Classics against Lou Bunin Productions for alleged nondelivery of a film, "Alice in Wonderland," and to initiate in its place a suit for $1,000,000 damages. The action followed a counter-suit brought by Bunin asking for $1,500,000 damages against Pathe.

Originally, Pathe charged that Bunin failed to deliver the film which it had agreed to distribute and sought reimbursement for monies allegedly spent by Pathe. Bunin's counter-suit charged that the film had been delivered and that Pathe, through ELC, had failed to distribute it according to the terms of a Jan., 1949 pact.

Personal Mention

JACK COHN, Columbia executive vice-president; NATE SPINGOLD, advertising-publicity vice-president; A. MONTAGUE, sales vice-president; A. SCHNEIDER, treasurer, and LEO JAFFE, assistant treasurer, left here at the weekend for the Coast, where they will meet with HARRY COHN, president, and other studio executives.

•

SPYROS P. SKOURAS, 20th Century-Fox president, and JONAS ROSENFIELD, advertising manager, have returned here from the Coast. AL LICHTMAN, sales executive, is due from there today.

•

SAMUEL PINANSKI, president of American Theatres Corp., is chairman of the reception committee for Prime Minister David Ben-Gurion of Israel during his visit to Boston next month.

•

HAROLD L. SMITH, secretary of the Motion Picture Producers Association, left here Saturday for Europe aboard the *S.S. De Grasse*.

•

LEON BRANDT, Lopert Films advertising-publicity director, left here at the weekend for the Coast.

•

ROBERT O'BRIEN, United Paramount Theatres secretary-treasurer, is due to leave here today for Chicago.

•

STUART HEISLER, director, arrived here from the Coast Saturday and left for England yesterday.

JACK L. WARNER returned to the Coast yesterday following a visit here. HARRY WARNER is due to return to the studio in a week.

•

GAEL SULLIVAN, Theatre Owners of America executive director, will be in Washington today from New York. Later in the week, he will visit Chattanooga and Memphis.

•

ROBERT M. WEITMAN, vice-president of United Paramount Theatres, is due to return here today from a combination business and vacation trip to Florida.

•

IVAN FOXWELL, official of Warner Brothers and Associated British Pictures, sailed from here for Europe Saturday aboard the *S.S. Mauretania*.

•

MYER BECK of Stanley Kramer Productions returned here over the weekend from Boston.

•

PHIL WILLIAMS, March of Time theatrical sales manager, will leave here for Kansas City today.

•

EDMUND GRAINGER, RKO producer, is due to arrive here today from the Coast.

•

TONY MARTIN of London & Uhr has arrived here from the Coast.

•

JEAN HERSHOLT is due here today from Hollywood.

Brien in Charge of UA Special Events

Lige Brien has been named director of special events and New York and Metropolitan area field representative of United Artists, by Max E. Youngstein, national advertising-publicity vice-president.

Brien, whose appointment is effective today, was formerly exploitation manager for Eagle-Lion Classics.

Four More Field Exploiteers Appointed by Youngstein

Continuing moves toward the reconstitution of a permanent field exploitation force for United Artists, Max E. Youngstein, vice-president and director of advertising-publicity, on Friday appointed four more field representatives: Joseph Mansfield, Milton Overman, H. M. (Addie) Addison and Peter Bayes. With the previously-announced Max Miller, the field staff, under Mori Krushen, exploitation director, now consists of five of the 12 expected within the next two months.

Arnold to Chicago on Convention

Jonas Arnold, United Artists assistant advertising manager, left for Chicago last night ahead of other UA executives bound for the company's sales convention, Thursday-through-Saturday, to supervise advance arrangements.

CBS to Broadcast Derby

The Kentucky Derby will be broadcast exclusively over the full CBS network.

Cvetic to Address Mass. House Today

BOSTON, April 29.—Matt Cvetic, former government undercover agent whose activities formed the basis of Warner's "I Was a Communist for the F.B.I.," will address the state House of Representatives tomorrow.

Velde Misled

(*Continued from page* 1)

What he had in mind, he declared, were three 16mm. shorts made in New York for use in film libraries.

Other Velde statements on the broadcast were these: A committee investigation of Charles Chaplin is under way "along with a dozen others," Committee investigators will inquire further into John Garfield's alleged connections with suspect organizations; witnesses who have refused to testify "must be assumed to be members of the Communist Party today, and I favor issuing contempt citations for them."

Pathe to Arbitrate ELC Wage Disputes

Injunctive action to restrain the sale by Pathe Industries of Eagle Lion Classics to United Artists was withdrawn by District 65, DPOWA, on Friday when Pathe agreed to arbitrate all disputed severance wage matters affecting publicists, and home office, and New York exchange workers discharged as a result of the sales.

According to a union statement, an American Arbitration Association man will judge the dispute.

Newsreel Parade

HIGHLIGHTING most current newsreels is Chicago's rousing welcome reception for General Douglas MacArthur, and, of course, the grim situation in Korea. Other principal items include sports of various nature, the Key West air disaster, floods, a Palsy Poster and Italian policemen aiding tourists.

MOVIETONE NEWS, No. 35—MacArthur hailed in Chicago. UN forces withstand Red offensive. Swollen rivers menace Ottawa. Cerebral palsy poster children. Italian police aid tourists. Sports: motorcycle "maniacs." Water skiing.

NEWS OF THE DAY, No. 269—War in Korea takes grim turn. Swollen rivers peril Ottawa. Rome police guide tourists. Mrs. Truman aids palsy drive. Something new in fashion shows. MacArthur takes Chicago.

PARAMOUNT NEWS, No. 72—"D-for-Doug day" in Chicago. Mrs. Truman honored as cerebral palsy drive opens. Dame fashion invades farm and factory. Rome's "finest" welcome tourists. Sports: British champ eyes middle-weight title.

TELENEWS DIGEST, No. 17B—Korea. Ridgway permits photographers in headquarters. Air crash off Key West. Peron rewards Atom scientist. India faces famine. Sports: the Kansas relays.

UNIVERSAL NEWS, No. 451—Korea. British submarine lost. Floods peril Ottawa. Rome's tourist police. Cotton queen is crowned. Children aid palsy fund drive.

WARNER PATHE NEWS, No. 74—MacArthur hailed in Chicago. Newsman sworn in as Sen. Vandenberg's successor. Italian police aid tourists. Mrs. Truman greets palsy poster children. Marines aid Korean orphans. Father and son join the Army at Fort Dix. Cross-country fashions in Allentown, Pa.

Rosenquest Quits as WB Film Buyer

Harry E. Rosenquest, film buyer for Warner Brothers Theatres in New Jersey, announced on Friday that he has resigned. The company said he will be replaced by Arnold Jordan, his assistant.

Rosenquest had been with Warner for 22 years and has been in the industry for 33. It is understood he will enter the distribution field for foreign-language films. Co-workers gave him a farewell dinner Friday evening.

William Gell

(*Continued from page* 1)

will do more business now than ever before.

Another picture, distributed by his company, Monarch Films, is Edward Golden's "Guilty of Treason," which after a slow start is building, he said.

Gell said that the new tax confronting British exhibitors is of first interest in the U. K. industry now. He was inclined to discount any possible effect of the recent governmental changes in his country, which saw Harold Wilson replaced by Sir Hartley Shawcross as president of the Board of Trade. Current policies will continue, Gell predicted, despite personnel changes.

The British distributor has left here for the Coast, where he will confer with Jack Schwartz, independent producer whose product is distributed in the U. K. by Monarch. Gell said he has arranged for distribution rights to Lester Cowan's "Love Happy."

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The 24 HOURS THAT SHOCKED the TOWN!

and there's a LAUGH with every Scandalous Second!!



HIGH-NOON...AND AUNT PRISSY GETS THE LOW-DOWN ON KATIE!



MID-NIGHT...WITH EVERYONE "PINCHING" KATIE—INCLUDING THE COPS!



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KATIE DID IT!

...and WAS it FUN!

and the MORNING-AFTER...WHEN THE BEST MAN GAVE THE BRIDE AWAY—BEFORE THE WEDDING!

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Starring

ANN BLYTH • MARK STEVENS

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Written for the Screen by JACK HENLEY • Directed by FREDERICK de CORDOVA • Produced by LEONARD GOLDSTEIN

Here's that *Happy Spring Tonic* for Your BOX-OFFICE ...from U-I!



Para. Meet

(Continued from page 1)

budget features will be released during the July-December, 1951, period.

"With the greatest feeling of confidence in the future of the motion picture industry," Schwalberg told the delegates, "Paramount has made an all-time record investment in the production of quality pictures. All of us at Paramount—Barney Balaban, Y. Frank Freeman, Adolph Zukor and others, are firmly convinced that the quality of the forthcoming Paramount product will win unqualified support from the exhibition field and the public."

Schwalberg pointed out that in releasing 15 features during the period, Paramount is making available to exhibitors an added picture per month from July through December, at the rate of five pictures every 60 days, a record for the company in recent years.

Release Schedule

The release schedule was outlined by Schwalberg as follows: July—Pine-Thomas' "Passage West," in Technicolor, starring John Payne and Dennis O'Keefe; Billy Wilder's "Ace in the Hole"; "Appointment With Danger," starring Kirk Douglas. August—Hal Wallis' "Peking Express," starring Joseph Cotten; Wallis' Martin and Lewis starrer "That's My Boy"; Nat Holt's "Warpath," in Technicolor, starring Edmund O'Brien. September—Frank Capra's "Here Comes the Groom," starring Bing Crosby; George Stevens' "A Place in the Sun," starring Montgomery Clift, Elizabeth Taylor and Shelley Winters; Perlberg-Seaton's "Rhubarb," starring Ray Milland and Jan Sterling. October—Pine-Thomas' "Crosswinds," in Technicolor, starring John Payne and Rhonda Fleming; John Farrow's "Submarine Command," starring William Holden and Nancy Olson; Stevens' "Something to Live For," starring Ray Milland, Joan Fontaine and Teresa Wright. November—George Pal's Technicolor production, "When Worlds Collide"; Harry Tugend's "Darling, How Could You," starring Joan Fontaine and John Lund. December — "Hong Kong," starring Ronald Reagan and Rhonda Fleming. A new Bob Hope-Hedy Lamarr comedy will follow at the year's end.

In summing up, Schwalberg asserted: "With the lineup I have just described, I can confidently state that Paramount is about to usher in a new era—an era of unqualified optimism. The demand for more pictures, better pictures, and bigger pictures has been heard—and Paramount has answered it."

RKO RADIO PICTURES, Inc.

Notice of Change in Trade Show Dates

"HARD, FAST AND BEAUTIFUL"

will not be trade shown on Tuesday, May 1, as previously advertised. Dates of showing will be announced soon.

Reviews

"Oliver Twist"

(United Artists)

AFTER its eventful pre-release history "Oliver Twist" is about to go into general distribution. Some minor deletions have been made but it remains a masterful film, put together with feeling and artistry. By no means is it an "art" film. Director David Lean and producer Ronald Neame, the team responsible for "Great Expectations," have fashioned from the Charles Dickens novel a picture of widest popular appeal.

No doubt a considerable problem had to be faced in boiling down Dicken's teeming novel into a fluid film that now runs 105 minutes. None but the overly fastidious could criticize the omissions.

John Howard Davies turns in a stunning performance in the title role of the young orphan who is left to face the greed and horror of the world. Indeed, each member of the cast performs with outstanding fidelity to the spirit of the original. Alec Guinness is superb as Fagin, replete with heavy beaked nose modeled after the Cruikshank illustration. Robert Newton as the snorting thief is repulsive and menacing; Francis L. Sullivan plays the bulbous, bouncing Mr. Bumble with skilled caricature and Henry Stephenson is the kindly grandfather who eventually rescues the boy from the lower depths.

The picture serves as a striking example of Lean's opinion that the "most important aim of a picture is to depict character and atmosphere. The plot is subsidiary." Atmosphere, background and flavor are admirable as Oliver's adventures are recounted from his escape from the workhouse where he was ill-treated to the cluttered streets of London's slums and into the corrupting toils of Fagin.

Lean collaborated with Stanley Haynes on the screenplay in which the characters glower in villainy or shine in virtue. But, of course, these melodramatic extremes also are present in the fanciful world of fiction which Dickens created against the background of the time. As for the controversy over the sordid Fagin characterization, quite obviously bigots can find in it fuel for their prejudices. For this reason it might have been in the interest of good taste to tone down some of the obviously detailed characteristics of Fagin. By any standards of fairness however, one must say that the sordidness depicted in him are human qualities and not racial.

There is lively surge and excitement in the climactic scene in which the escaping Bill Sikes is shot down from his rooftop perch while the crowd snarls below. The handling of the delinquent moppets in the forays is excellent. A word of commendation is also merited by Guy Green who photographed this Cineguild Production, presented by J. Arthur Rank.

Running time, 105 minutes. General audience classification. Release date, April 27.

MANDEL HERBSTMAN

"Five"

(Columbia)

ARCH OBOLER is contemplating man's final destruction through the atom-bomb in "Five," a title that derives from the number of earthly survivors after the super-explosion has wrought its havoc. A portentous mood runs through the picture and its contemporary significance leaves one gripped. Oboler, who produced, directed and wrote the screenplay, has fashioned a picture of skill and fascination. It looks like one that can bring in lucrative returns under proper merchandising. The picture, however, does not consistently maintain its high entertainment level, for there are sequences that move sluggishly, and in radio fashion, for which Oboler is noted, they lean considerably on the sound track for development.

After some preliminaries, the story throws together the five who miraculously eluded death. There is a pregnant young lady in a state of shock, a cynical young man who has found refuge in a mountain lodge, a Negro bank attendant, an elderly bank cashier and finally an arrogant man who fancies himself superior to the others. Although the cast is relatively unknown, it performs adroitly. In the order named they are Susan Douglas, William Phipps, Charles Lampkin, Earl Lee and James Anderson.

Oboler uses his characters as symbols of our time. Having survived the blast, the five become embroiled in new bickerings and problems in their mountain-top retreat. Instigator of all of the trouble is the alien-accented, arrogant man whose driving ambition is larded with greed and selfishness. As the story runs its course, avarice, stupidity and radiation-poisoning take their toll, leaving but two left, the young man and the girl.

One wonders: having learned much, can they be a new Adam and Eve to bring about a better world?

Running time, 93 minutes. General audience classification. Release date, April 25.

M. H.

Pickman Asks Aid of Sales In Ad-Publicity Drive

Jerry Pickman, Paramount's director of national advertising-publicity, urged every member of the sales organization to join his department in a drive for maximum publicity and advertising on Paramount releases, at the company's sales convention here at the weekend. "It is physically impossible for us to cover more than 10,000 playdates all over the country. We need your help, and we stand ready to back you to the hilt," he said.

The company's entire advertising, publicity and exploitation staff, under Pickman, met at the Hotel Warwick here Saturday at what was the fianl meeting of the company's three-day sales convention.

Hazen Lists Coming Wallis Productions

Joseph Hazen of the Hal Wallis-Joseph Hazen organization, gave the Paramount sales convention a rundown of Wallis films slated for release and for production. He listed "Peking Express," starring Joseph Cotten, Corinne Calvet and Edmund Gwenn, and the coming Dean Martin-Jerry Lewis attractions: "That's My Boy," "The Stooge" and "At Sea with the Navy."

U-I Backlog

(Continued from page 1)

Macdonald Carey and Alexis Smith, and "Fine Day," Howard Duff, Mona Freeman and Josephine Hull.

Other Technicolor productions in the backlog include "The Prince Who Was A Thief," Tony Curtis and Piper Laurie; "Apache Drums," Stephen McNally, Coleen Gray; "Smuggler's Island," Jeff Chandler and Evelyn Keyes; "Mark of the Renegade," Ricardo Montalhan and Cyd Charisse starred; "Cattle Drive," Joel McCrea and Dean Stockwell; "Little Egypt," Mark Stevens and Rhonda Fleming, and "The Golden Horde," Ann Blyth and David Farrar.

Additional pictures include "Thunder On The Hill," Claudette Colbert and Ann Blyth; "Hollywood Story," Richard Conte and Julia Adams; "The Fat Man," J. Scott Smart; "Ma and Pa Kettle at the Fair," Marjorie Main and Percy Kilbride; "Francis Goes to the Races," Donald O'Connor, Piper Laurie and Francis; "Comin' Round the Mountain," Abbott and Costello; "Katie Did It," Ann Blyth and Mark Stevens; "Iron Man," Jeff Chandler, Evelyn Keyes and Stephen McNally; "Fiddler's Green," Shelley Winters, Richard Conte, Stephen McNally, Charles Bickford and Alex Nicol.

Mono. to Emphasize

(Continued from page 1)

strong upswing in business during the next half-year is expected. He added that four top films have been put on an early release schedule, including "I Was an American Spy," comprising the "greatest concentration of box office values our company has ever had."

Other executives on hand were Harold Mirisch, Morey Goldstein, Harold Wirthwein, Mel Hulling, Howard Stubbins and Si Borus.

Siegel Says 'Golden Circle' Will Boost Box-Office

Press interest in Paramount's "Golden Circle" group of young players will be reflected in stimulated business at the box-office, Norman Siegel, studio publicity director, told the company's sales meeting here on Friday.

Siegel said that *Life, Look* and *Seventeen* magazines plus several fan magazines, have already set special features on the young stars and that the publicity build-up will be aided by special junkets, including a tour by air to New York.

Adolph Zukor Urges More Showmanship

A plea for more showmanship and greater ingenuity in selling films was made by Adolph Zukor, chairman of the board of Paramount, at the company's sales convention. He urged the delegates to use new and more imaginative merchandising methods.

New Promotion Bulletin

Publication of the new intra-company promotion bulletin, titled *Merchandising*, to be issued monthly by Paramount Film Distributing Corp., was announced at the company sales meeting.

ORDER YOUR SPECIAL TRAILERS from FILMACK
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NEW YORK, N.Y. 619 W. 54th Street

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 84 NEW YORK, U.S.A., TUESDAY, MAY 1, 1951 TEN CENTS

Seminar Costs Will be Borne By Delegates

Project Will Not Add to COMPO's Financial Woes

The seminar on production problems which the Council of Motion Picture Organizations has scheduled for June 11-12 in Hollywood will in no way add to COMPO's financial burdens, according to Council spokesmen here. Those from exhibition, production and distribution who will participate in the seminar will pay their own travel and hotel expenses, it was reported.

Out of this disclosure arises the likelihood that all or nearly all of COMPO's major projects will be financed along similar lines. It is possible that a COMPO box-office drive, formerely known as a "film festival," would be paid for by theatres and distributors directly.

The much-needed revenue which

(*Continued on page 2*)

N.Y. 1st-Runs In Slow Week

Warm sunny days and rainy nights on Saturday and Sunday teamed u to give a one-two punch to Broadway first-run grosses over the weekend and the outlook is for one of the slowest weeks in quite a spell.

Only two theatres, the Paramoun and Radio City Music Hall, did outstanding business. The former, wit "My Forbidden Past" and Frank Sinatra on stage, is expecting $85,000 for the first week; a heavy figure made even more impressive by the dull business elsewhere.

(*Continued on page 8*)

SCTOA and TOA Meet D. of J. Today

WASHINGTON, April 30.—The Southern California Theatre Owners Association delegation and National Theatre Owners of America spokesmen held a lengthy huddle here today on the arguments which they will present tomorrow to Assistant Attorney General H. Graham Morison.

The meeting was arranged with the

(*Continued on page 8*)

New Taxes in Sight For Canadian Houses

Ottawa, April 30.—Though the Canadian government is not planning to impose any admission taxes to pay for the defense program, some municipalities are considering establishing new admission taxes to defray their expenses.

In Quebec, theatre owners have threatened to close down their 13 houses if the city administration goes ahead with a plan to impose a new tax of five cents on theatre tickets of less than $1 and 10 cents on tickets of more than $1.

Blumenstock Is Promoted

The appointment of Sid Blumenstock as assistant national director of advertising, publicity and exploitation was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp., following the conclusion of the company's national sales convention.

Blumenstock, who joined Paramount in 1949 as advertising manager, will continue in that capacity along with his new post. He was publicity director of Warner Brothers Atlantic City theatres from 1934-38 and joined 20th Century-Fox's advertising department in 1938.

SMPTE Talks Theatre TV

Recommendations for proposals to be made at the Federal Communications Commission hearings on theatre television to be held next fall were discussed here yesterday at a meeting of the Society of Motion Picture and Television Engineers' theatre television committee.

The proposals, which dealt in the main with technical requirements of theatre TV equipment, were referred to a subcommittee on distribution facilities, headed by Pierre Mertz of Bell Laboratories. If a common agreement is reached the SMPTE board will be informed, it was said.

Among those present were George L. Beers, RCA, presiding; Nathan

(*Continued on page 7*)

NPA Approves 8 Appeals, Rejects 8

WASHINGTON, April 30.—The National Production Authority today granted eight "hardship" theatre construction appeals and turned down eight more.

The eight approved projects were: $70,870 lobby alteration project for the Stanley-Mark-Strand Co., New York City; an $11,500 drive-in at Augusta, Ga., for Donald Boardman; a $6,954 drive-in at Chattanooga, Tenn., for Cohutta Amusement Co.; a $14,900 cooling system installation at Rochester, Minn., for the Rock Amusement Co.; a $25,000 theatre for

(*Continued on page 2*)

SMPTE Head Tells Industry To Utilize TV

Warns Lack of Interest Slows Technical Advance

Producers and exhibitors must have the "courage and imagination" to utilize the technological advances made through television if the film industry is to maintain its position "as the greatest medium of mass education and entertainment," Peter Mole, president of the Society of Motion Picture and Television Engineers, said here yesterday.

Speaking at the opening luncheon of the Society's 69th semi-annual convention at the Hotel Statler, Mole said that "technical contributions already at hand are so far ahead of the industry's willingness to adopt them that the lack of interest may have the effect of applying a brake on future technical growth.

(*Continued on page 8*)

NEWS FLASHES

Nate J. Blumberg, Universal president, yesterday accepted the company's present high earnings as justification for giving some 300 home office "white collar" employes a retroactive pay "bonus" totaling $20,000. Each employee will receive a $69 check, representing $3 per week for a 23-week period.

•

Washington, April 30.--Consent decree talks between Loew's and the Justice Department picked up again today, but were described as being still "in the preliminary stage."

Further talks with Loew's are expected later in the week, and officials of 20th Century-Fox may come in for another round.

200 Drive-in Operators in Roadway Promotion Tieup

New Promotional Field Service

A nation-wide network of exploitation, promotion and publicity men for independent and foreign film distributors was announced here yesterday by National Merchandising Service. The new organization, a division of Franklin and Gladney, Inc., says it has personnel in 63 key and subsequent-run situations.

Servicing distributors on a daily rate, NMS says the use of its field personnel will save 60 per cent of the usual expense for sending a man on the road. "The distributor need not be

(*Continued on page 8*)

KANSAS CITY, April 30.—Highways in nearly every state having drive-in theatres, and many in Canada, will blossom out with drive-in posters in May and June, in the cooperative promotion project intiated by Jack Braunagle, drive-in manager of Commonwealth Theatres.

Braunagle said that 200 drive-in operators, including circuits that have two or more drive-ins, have ordered the promotional material which he and his associates had devised and are distributing. The total of drive-ins posting 24-sheets, three-sheets and window cards provided may reach 500. Almost anywhere any person travels a highway within five miles of a drive-in, the same poster will be seen. The cumulative effect of the impact is expected to be substantial.

Personal Mention

W. C. GEHRING, assistant general sales manager for 20th Century-Fox, is in Polyclinic Hospital here for observation. He will be back at his desk next week.

•

RICHARD MEALAND, new managing director of Paramount British Productions, Ltd., is due to leave here today by air for London. RUSSEL HOLMAN, Eastern production manager, who was originally scheduled to accompany him, has delayed his trip.

•

ROGER C. LEATON, office manager and head booker at M-G-M's Kansas City branch, has been promoted to the sales staff, effective immediately, and HARVEY L. COLE, booker, succeeds LEATON in the office manager combination post.

•

LEO F. SAMUELS and IRVING LUDWIG, assistants to WILLIAM B. LEVY, world-wide sales head for Walt Disney Productions, returned here yesterday from a nationwide tour.

•

ADOLPH SCHIMEL, vice-president of Universal Pictures Corp., and MRS. SCHIMEL are due to sail from here today for Europe aboard the *S.S. Queen Mary*.

•

LEW SCHREIBER, executive manager of 20th Century-Fox's studio and assistant to DARRYL F. ZANUCK, is here from the Coast.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, accompanied by JAY EISENBERG of the legal department is visiting Boston from here.

•

JERRY PICKMAN, Paramount Pictures' director of advertising and publicity, left here for Cleveland yesterday.

•

ROTUS HARVEY, PCCITO president, is scheduled to be in Los Angeles from San Francisco tomorrow on PCCITO convention arrangements.

•

GEORGE MANN, Theatre Service Agency president, and MRS. MANN are due to arrive in Los Angeles from San Francisco today.

•

DR. HERBERT T. KALMUS, president of Technicolor Motion Picture Corp., is due to sail from here today for Europe aboard the *S.S. Queen Mary*.

•

WILLARD GILLIAN, M-G-M field auditor, is here on a visit to the home office.

•

J. REAL NETH, Neth Theatres, Columbus, O., is recovering from an operation at Mt. Carmel Hospital there.

•

BEN THAU, M-G-M studio executive, is slated to sail May 5 for Naples on the *S.S. Independence*.

•

MEL STRAUSS, industry publicist, has returned here from Boston.

•

DOUGLAS FAIRBANKS, JR., flew to London yesterday from here.

Tradewise . . .

By SHERWIN KANE

ANOTHER of the increasing demonstrations of confidence in the industry's future is found in Paramount Pictures' announcement of its new production and release policy for the last half of 1951, and the advertising program which is part and parcel of that policy.

A. W. Schwalberg, Paramount Film Distributing Corp. president, and Jerry Pickman, director of advertising, publicity and exploitation, made known the company's plans for the last half of the year at Paramount's national sales convention here last week.

The six months' release schedule from July through December will consist of 15 top budget features, involving what Schwalberg described as "an all-time record investment in the production of quality pictures." The schedule, he pointed out, represents not only a record investment but also comprises a greater number of pictures than Paramount has released in a similar period "in its recent history."

"All of us at Paramount," Schwalberg observed, "are firmly convinced that the quality of the forthcoming product will win unqualified support from the exhibition field and the public."

•

Paramount's plus-values in production and its acceleration of releases will be accompanied by plus attention and effort in advertising and exploiting those attractions, Pickman told the convention. His campaign will be built around the theme: "More pictures—better pictures—bigger pictures!"

There will be but one test, he said, for the ingredients which will go into the campaign: Will it sell tickets?

If it will, Pickman made it clear, precedent will not stand in the way of new ideas, new methods. The campaign will be designed to help exhibitors all the way down the line, and efforts will be made to regulate the flow of publicity so that it builds to a climax with the release of a picture, rather than permitting a lapse after completion of production and prior to release, Pickman said.

Paramount's confidence in the future, attested by its new release schedule and the merchandising plans accompanying it, will be reassuring to exhibitors who, confronted with new competitive and economic challenges, are urging "more pictures, better pictures, bigger pictures" to increase theatre patronage.

The Paramount policy is an answer to that demand, addressed effectively in terms of product and appeal to the nation's theatre patrons. There is no good reason to suppose they will not respond in the future as they have in the past.

Confidence in the industry is, as always, confidence in the product.

Seminar Costs

(*Continued from page* 1)

has been collected by COMPO in recent weeks from some of the larger theatre interests will be used for regular operating expenses such as headquarters rent, staff salaries, etc. Notwithstanding the success of a recent revenue-raising drive conducted by COMPO officers, the organization's income has at no time kept pace with the $600,000-a-year revenue rate which was envisaged originally, it was said

One project which would have to be financed out of COMPO's treasury is the institutional advertising campaign indicated for *Editor & Publisher*. There are no plans for starting this in the near future, however, it was learned.

NPA Approves 8

(*Continued from page* 1)

Carl Bailey at Pawnee City, Nebr.; a $69,950 theatre at Santa Rosa, Cal., for Codding House; a $15,250 remodeling job for the Brenham Amusement Co. of Brenham, Tex., and a $6,500 drive-in at Slaton, Tex.

Shirley Expected to Succeed GFD's Carr

LONDON, April 30.—P. H. Shirley, Australian-born accountant who three years ago was appointed assistant to John Davis, managing director of the J. Arthur Rank Organization, is expected to succeed E. T. Carr as managing director of Rank's General Film Distributors.

Rank at the weekend announced that Carr had resigned. He added that the parting was "on the happiest terms."

FWC Opens $300,000 Theatre on Coast

LOS ANGELES, April 30.—Fox West Coast has chartered a special bus to take a group of Hollywood luminaries to the premiere of its new $300,000 Fox Theatre in Taft, Calif., tonight.

The group, along with Taft civic, business and social leaders, were guests of Charles P. Skouras, president of Fox West Coast, at a reception and dinner, preceding the opening.

Truman Will Attend The Carter Barron Theatre Dedication

WASHINGTON, April 30.—President Truman has agreed to attend the dedication of the Carter Barron Amphitheatre, it was announced here today. The theatre, in Rock Creek Park, is being named after the late Eastern district manager of Loew's. The dedication date has been changed from May 30 to the evening of May 25.

President Truman is honorary chairman of the dedication committee, with Interior Secretary Chapman and Loew's president Nicholas M. Schenck as active co-chairman. Industry leaders who have agreed to serve on the committee, it was announced, include: Louis B. Mayer, Dore Schary, Barney Balaban, Harry M. Warner, Eric A. Johnston, Richard F. Walsh, Y. Frank Freeman, Joyce O'Hara, Marc J. Wolf and James C. Petrillo.

U. S. Aids British Sulphur Consumers

LONDON, April 30.—Film laboratories are still uniformed of the amount of sulphur to be allowed them, following the Board of Trade announcement that the government will control and allocate, starting tomorrow, 100,000 tons to be made available by the U. S. for the coming quarter.

It is assumed, however, that in view of top priorities accorded rearmament and other key, heavy industries, laboratories will receive approximately 85 per cent of their 1950 consumption of sulphur. In their view, this will just about enable them to carry on.

Smith to Preside at Boston Sales Meet

BOSTON, April 30. — Andy Smith, distribution vice-president of 20th Century-Fox, will preside over a sales meeting to be held at the Boston branch tomorrow. Managers from Boston, Philadelphia, Buffalo, New Haven, Albany, New York and Washington will attend.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR
"FATHER'S LITTLE DIVIDEND"
A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

ROBERT MITCHUM • AVA GARDNER
MELVYN DOUGLAS in MY FORBIDDEN PAST
An RKO Radio Picture
in person FRANK SINATRA
EILEEN BARTON
JOE BUSHKIN and ORCH
TIM HERBERT & DON SAXON
EXTRA DAGMAR
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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PARAMOUNT'S ANSWER

MORE, BETTER, BIGGER PICTURES

Paramount Pictures

15 GREAT PARAMOUNT ATTRACTIONS · JULY THRU DECEMBER

More pictures—better pictures—bigger pictures! You demanded them—and Paramount has answered your demand. Yes, Paramount has shot the works in an all-out investment of quality-and-quantity product.

We've brought to full realization the tremendous plans we blueprinted for you in January 1950. And we're releasing *15* great new attractions from July thru December.

Here's the schedule, complete in every detail, for a solid six months, set before you sixty days prior to the first release. We've seen these pictures and we can tell you that every one is big and every one will get big preselling. What you've demanded, Paramount has delivered . . . *more pictures— better pictures— bigger pictures!*

WE POINT WITH PRIDE

MORE, BETTER, BIGGER PICTURES

We know you'll agree that this is the most impressive six-months schedule of boxoffice merchandise ever announced by Paramount

DATE	TITLE	CAST
JULY	**Passage West** COLOR BY TECHNICOLOR	 JOHN PAYNE  ARLEEN WHELAN DENNIS O'KEEFE 
	Ace In The Hole	 KIRK DOUGLAS JAN STERLING 
AUGUST	**Peking Express**	 JOSEPH COTTEN  EDMUND GWENN CORINNE CALVET 
	HAL WALLIS' **That's My Boy**	 DEAN MARTIN JERRY LEWIS 
	Warpath COLOR BY TECHNICOLOR	  EDMOND O'BRIEN • DEAN JAGGER FORREST TUCKER • POLLY BERGEN  
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**	  BING CROSBY • JANE WYMAN FRANCHOT TONE • ALEXIS SMITH  
	GEORGE STEVENS' **A Place In The Sun**	 MONTGOMERY CLIFT  SHELLEY WINTERS ELIZABETH TAYLOR 

	PERLBERG AND SEATON'S **Rhubarb**	 RAY MILLAND — JAN STERLING 
OCTOBER	**Crosswinds** COLOR BY TECHNICOLOR	 JOHN PAYNE — FORREST TUCKER — RHONDA FLEMING 
	Submarine Command	 WILLIAM HOLDEN — WILLIAM BENDIX — NANCY OLSON 
	GEORGE STEVENS' **Something To Live For**	 RAY MILLAND — TERESA WRIGHT — JOAN FONTAINE 
NOVEMBER	GEORGE PAL'S **When Worlds Collide** COLOR BY TECHNICOLOR	★ The producer of "Destination Moon" has made this new, and more startling interplanetary fantasy .... ★
	Darling, How Could You!	 JOAN FONTAINE — JOHN LUND 
DECEMBER	**Hong Kong** COLOR BY TECHNICOLOR	 RONALD REAGAN — RHONDA FLEMING 
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)	 BOB HOPE — HEDY LAMARR 

Watch for similar ads, reporting at regular intervals the *performance* of this unprecedented concentration of quality-and-quantity product.

MORE BETTER BIGGER PICTURES

These big pictures too– now completed or in production– are just part of Paramount's answer! Watch for them – and others just as great – in 1952...

TITLE		CAST		
CECIL B. DeMILLE'S **The Greatest Show On Earth** COLOR BY TECHNICOLOR	SHOOTING	BETTY HUTTON CORNEL WILDE GLORIA GRAHAME	★	JAMES STEWART DOROTHY LAMOUR CHARLTON HESTON
WILLIAM WYLER'S **Carrie**	COMPLETED	LAURENCE OLIVIER MIRIAM HOPKINS	★	JENNIFER JONES EDDIE ALBERT
LEO McCAREY'S **My Son John**	SHOOTING	HELEN HAYES ROBERT WALKER	★	VAN HEFLIN DEAN JAGGER
HAL WALLIS' **The Stooge**	COMPLETED	DEAN MARTIN EDDIE MAYEHOFF	★	JERRY LEWIS POLLY BERGEN
WILLIAM WYLER'S **Detective Story**	EDITING	KIRK DOUGLAS	★	ELEANOR PARKER WILLIAM BENDIX
PERLBERG and SEATON'S **Aaron Slick From Punkin Crick** COLOR BY TECHNICOLOR	SHOOTING	ALAN YOUNG DINAH SHORE	★	ROBERT MERRILL ADELE JERGENS
HAL WALLIS' **Red Mountain** COLOR BY TECHNICOLOR	COMPLETED	ALAN LADD ARTHUR KENNEDY	★	LIZABETH SCOTT JOHN IRELAND
Flaming Feather COLOR BY TECHNICOLOR	COMPLETED	STERLING HAYDEN FORREST TUCKER ARLEEN WHELAN	★	BARBARA RUSH VICTOR JORY RICHARD ARLEN
Rage Of The Vulture	SHOOTING	ALAN LADD DEBORAH KERR	★	CORINNE CALVET CHARLES BOYER

If it's a Paramount Picture, it's the best show in town!

NEWS in Brief . . .

MEMPHIS, April 30.—Theatre Owners of Arkansas, Mississippi and Tennessee will be asked to pay $25 per theatre for those with more than 600 seats and $15 per theatre for those with less than 600 seats to a fund that the theatre owners of America will use in its fight to get on top of the television scramble.

The TOA affiliate's board of directors met here and decided to raise the fund to help finance the national fight for a private television channel which would telecast big events for exclusive use on theatre screens. The board also elected Kermet Stengel, Nashville, to its membership.

•

Leonard Boudine, counsel for Screen Office and Professional Employes Guild (DPOWA-District No. 65), made it known at an informal hearing here yesterday before a National Labor Relations Board examiner that the union would not agree to any plan for distribution-wide bargaining agent elections which does not stipulate that the elections at all companies shall be held simultaneously.

•

H. M. Richey, M-G-M exhibitor relations head will leave here tomorrow for Grand Rapids where he will hold an exhibitor luncheon at the Rowe Hotel on Thursday. On May 10 he will attend the Allied Rocky Mountain Theatre Owners convention in Denver, and will then go to Kansas City for the Allied convention on May 16-17. He will be in French Lick, Ind., on May 22-23 for the Allied of Indiana convention.

•

HOLLYWOOD, April 30.—The Screen Publicists Guild here has changed its name to the Publicists Guild, considered to be more accurate in view of the fact that the membership also includes radio and television publicity men.

The Guild also raised its initiation fee for seniors from $150 to $250, and other classifications proportionately.

•

HOLLYWOOD, April 30.—The Council of Independent Publicists has appointed a sub-committee to meet Thursday on plans for cooperation with the Motion Picture Industry Council and the studio publicity directors committee to set a date for a general meeting and the election of officers.

•

RKO Pictures will distribute two Lopert Films features, "Women Without Names," and "Girl of the Marshes," in Central and Latin America and certain South American countries.

The deal was consummated between I. E. Lopert, president of Lopert, and Phil Reisman, vice-president of RKO Pictures.

•

WILMINGTON, Del., April 30.—A bill which would permit continuous showing of motion pictures on Sundays after two P.M. in incorporated cities was defeated by the Delaware House of Representatives but was left in a position to be brought up again for another vote. The law now requires Delaware theatres to be closed from six P.M. to eight P.M. on Sundays, permitting them to be open from noon to six P.M.

Review

"Bullfighter and the Lady"

(Republic)

THE ADVENTURES of an American in Mexico who goes about learning the art of bullfighting and wooing a senorita are presented in "Bullfighter and the Lady." Robert Stack plays the lean, well-molded Yankee and Joy Page is the dark-eyed lady. The film is excellent in those scenes which relate to bull fighting, whether in actual bouts in arenas or in going behind the scenes to show training methods and bull-breeding processes. Happily, a good deal of this footage was shot on location in Mexico and it contributes to fresh and exciting sequences.

In the more or less romantic aspects the screenplay, by James Edward Grant, runs a routine course. Observing how bullfighters are held in adulation in Mexico, Stack decides to become one. At the same time he feels it will enable him to impress Miss Page. Stack prevails upon Gilbert Roland, a brave, beloved but aging matador, to teach him the fine points of the profession. One day, in a moment of boyish exhibitionism, Stack puts himself in peril in the ring whereupon Roland leaps to the rescue and is gored to death. The incident half-strangles Stack with remorse. What is more, the populace is menacingly embittered about the Yankee. When things look darkest Stack goes into the arena once more and pays tribute to the memory of Roland by turning in a heroic performance. At the same time the deed turns the tide in the crowd's sentiment. The ending is the conventional one.

Budd Boetticher was associate producer and director for this John Wayne Production. Boetticher also collaborated on the original with Ray Nazarro.

Running time, 87 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Seek Myers' Views On New Trust Bill

WASHINGTON, April 30.—A House Judiciary sub-committee has asked Allied States Association general counsel Abram F. Myers to testify Thursday on a proposed bill to set up a uniform six-year Federal statute of limitations on private treble-damage anti-trust suits.

This is the bill which is being vigorously opposed by the Motion Picture Association of America. Appearing before the sub-committee on behalf of the MPAA, Kenneth Royall warned that such a statute would multiply the number of suits against distributors. He argued that a three-year statute should be the longest considered if Congress felt it had to enact a Federal statute. Private anti-trust suits are now governed by state statutes.

Myers has been asked to give his views by sub-committee chairman Emanuel Celler (D., N.Y.) and to discuss in particular Royall's testimony on the effect the bill would have on the film industry.

Theatre TV

(Continued from page 1)

Halpern, Theatre Owners of America theatre TV counsultant; Richard Hodgson; Paramount; Earl I. Sponable and Herbert Schalfi, 20th Century-Fox; Fred Bowditch and Wallace Loesser, National Carbon; Allen Smith, National Theatre Supply; Otto Schade, RCA; E. D. Goodale, NBC, and Mertz, who delivered a subcommittee report on the group's work.

The regular session of the SMPTE convention dealt with film processing and reports were heard from Edgar E, Berger and F. L. Bray Du-Art Film Laboratories; L. Karz and W. Esthimer, Raytheon; H. E. Hewston and Carlos H. Elmer, U. S. Navy Ordnance; W. Hedden, T. Weaver and Lloyd Thompson, Calvin Co.

The session was presided over by Edmund A. Bertram. E. K. Carver, chairman of the film dimensions committee, gave a report for his group.

Last night's session, with Frank E. Cahill, Jr. and E. M. Stiffle in charge, was devoted to motion picture techniques. Papers were read by R. J. Ross, Canadian National Film Board; Morton H. Read, Bay State Films; G. R. Stevens, Television Film Productions, London; Herbert Meyer, Motion Picture Research Council, and J. S. Leffen, U. S. Naval Photographic Center.

Industry Plays Big Role in Palsy Drive

The second annual campaign of United Cerebral Palsy will begin throughout the nation today, with the motion picture industry again taking a leading part.

Theatres from Coast to Coast are cooperating by collections and showing the UCP trailer, "The House on Anystreet," narrated by Cecil B. DeMille and produced by Paramount and Technicolor.

Goldenson, Hudson

Leonard Goldenson, president of UCP and also of United Paramount Theatres, and Earl J. Hudson, president of United Detroit Theatres and national campaign chairman, are assisting in the industry participation. Also aiding are George Dembow, vice-president of National Screen Service, as national distribution chairman, and Robert J. O'Donnell of Dallas, vice-president of Interstate Circuit, Inc., as national exhibitor chairman.

Leo Mascioli, 74

TORONTO, April 30.—Leo Mascioli, 74, veteran theatre builder and a partner for many years of Famous Players Canadian Corp., died at St. Michael's Hospital here.

Arthur F. Morrone

PITTSBURGH, April 30.—Arthur F. Morrone, veteran theatre man and president of the Superior Motion Picture Supply Co., died of a heart attack.

20th-Fox Ads Cited

The annual award by the Associated Business Publications for the best trade publication campaign selling dealers on using sales-promotion aids has been given this year to the Carvel Hall Cutlery-"Cheaper by the Dozen" 20th-Fox tie-up.

73 Warner Shorts

HOLLYWOOD, April 30. — Warner Brothers will produce 73 shorts and cartoons for the 1951-52 season, the company announced today.

National Pre-Selling

A DETAILED analysis of five individual pre-selling campaigns for "Cyrano de Bergerac," which reaped a harvest of national newspaper, radio and television penetration valued at $10,000,000, plus an additional million dollars worth of local publicity coverage in 35 roadshow cities, has been turned over by the Stanley Kramer Distributing Company to United Artists in preparation for the national release of the Jose Ferrer Academy Award-winning film on July 20. The report was delivered last week to William J. Heineman, United Artists vice-president in charge of distribution, and Max E. Youngstein, vice-president and national director of advertising-publicity. It will be made part of the United Artists' "Blueprint for Tomorrow" sales convention, opening in Chicago on May 5.

•

A comprehensive exhibitor campaign book detailing a multitude of tieups and special promotions for 20th Century-Fox's "Take Care of My Little Girl" is now available to showmen throughout the country, fully three months in advance of the film's national release date in July. Explained in the pressbook will be details of tieups with Auto-Lite, Estate Stoves, Motorola, Whitman's Chocolates, Campbell's Soups, Lux Flakes and the National Tea Bureau, with full instructions as to local applications. Also contained is a college campaign for theatres in school areas.

•

Redbook *Magazine for May, now on the stands, names "The Thing" (RKO) as its "Picture of the Month" and Florence Somers, feature editor, says: "It's science fiction, but so intelligently handled that it's believable, and all the more real because its cast is drawn from comparatively unknown players."* Redbook *also contains a profile on Shirley Temple, under the title "The Girl Who Grew Up in Your Heart," and lists four other films for special credit in the month.*

•

The new *Look* Magazine, released Tuesday, May 8, will carry an extensive story of M-G-M's production of "Show Boat" with back-of-the-camera stills made on location. "The Director Points His Candid Camera at Show Boat" gives George Sidney, director of what Metro calls its greatest production since "Gone With the Wind," his chance to tell the intimate details of the making of the new picture, illustrated with his own candid camera shots of Ava Gardner, Howard Keel, Kathryn Grayson, Joe E. Brown, Agnes Moorehead, Robert Sterling and others of the cast, at work and at ease between scenes.

•

Judges in the special "Bird of Paradise" coiffure contest, which is being held among beauty operators in hundreds of salons throughout the Metropolitan area, will join in the Buddy Rogers TV show tomorrow night to pick the outstanding hairdo created to honor the 20th Century-Fox Technicolor film, as part of the exploitation planned for the picture during its neighborhood and circuit run in Greater New York.

—WALTER BROOKS

TERESA
is a beautiful girl
TERESA
is a love story
TERESA
is, quite naturally,
SEVENTEEN's
Picture-of-the-Month

Congratulations!
...to M-G-M for a production that millions of SEVENTEEN readers will love

...to Fred Zinnemann for his sensitive direction, to Arthur Loew for inspiring this production

...to Pier Angeli for a performance that establishes her as one of our loveliest new stars



seventeen
the entertainment magazine for high school girls

SMPTE Head

(*Continued from page* 1)

"I speak not only of television but of the potentialities of the increased use of color; multiple sound tracks, wide angle pictures and steroscopy that might capture the interests of the moviegoing public," he said.

"The motion picture exhibitor must learn to seek out, experiment with and adopt new techniques that appear to have commercial possibilities," Mole said: "This calls for courage and imagination unclouded by the fears which the present economic conditions have produced within the motion picture industry."

"Unfortunately," Mole continued, "in many instances the men who head the industry and who should translate invention into commercial reality have become so economy-minded that their first question is 'What will it cost?' and not, 'How will it benefit the industry?'"

Mole made his remarks before introducing the guest speaker, Nathan D. Golden, director of the film division of the National Production Authority. Golden appealed to the engineers to aid the government defense production program by conserving materials through the use of substitutes.

He said that "practically all manufacturers have been hit" by the NPA cutbacks in materials, but he looks for business in general to be helped as defense orders and subcontracts take up the slack of the transition period. Nevertheless, he warned that "there are not enough raw materials, manpower and productive capacity to maintain our expanded defense program on top of the same high level of civilian economy."

Sees No Film Shortage

Golden again declared that "at this moment" there is no shortage of motion picture film. He said film suppliers and manufacturers are delivering comparable footage to their accounts paralleling 1950 purchases, a situation he termed as "better than what might eventuate under a limitation order or an allocation system."

Among the guests on the dais were Brig.-Gen. K. B. Lawton, deputy chief, U.S.A. Signal Corps; Col. C. S. Stodter, chief of the Army Pictorial Service's training films division; G. F. Hussey of the American Standards Association; Emilio Ascarraga, Mexican exhibitor and producer, and James Frank, assistant to Golden.

Others on the dais were W. C. Kunzmann, L. L. Ryder, E. I. Sponable, Herbert Barnett, W. H. Rivers, William Lodge, F. E. Cahill and John Craine.

SCTOA and TOA

(*Continued from page* 1)

anti-trust chief to give the California exhibitors a chance to discuss the Los Angeles zoning situation, arbitration and other West Coast trade problems. The TOA spokesmen decided to tag along and make a pitch on print shortages and other problems on a nationwide basis.

Albert Hanson is chairman of the California committee, and is accompanied by Sherrill Corwin and Ezra Stern. Executive director Gael Sullivan and general counsel Herman Levy will represent the TOA. Levy said there would be no brief or any other written document presented to Morison.

NY Grosses

(*Continued from page* 1)

"Father's Little Dividend" continues to draw well at the Music Hall, which estimates a gross of $125,000 for the third week of the bill, including a musical revue.

Other openers are "Follow the Sun" at the Roxy which will fall well below the $50,000 mark, and "The Bullfighter and the Lady" at the Capitol, which has a modest $25,000 in sight. Gordon Jenkins and his orchestra head the Capitol stage bill.

'Only the Valiant'

"Only the Valiant" is down at the Strand, with the final five days of a three-week run expected to hit around $22,000. Gordon MacRae is on stage. "I Was a Communist for the F.B.I." will open there tomorrow. "The First Legion" is disappointing at Loew's State, with the first week not likely to touch $15,000.

"Valentino" at the Astor is leading the straight film policy houses with about $22,000 coming in for the second week. "The Brave Bulls" at the Rivoli dipped to about $14,000 for its second week, but the figure can be considered satisfactory.

"The Sword of Monte Cristo" and "Lucky Nick Cain," at the Mayfair and Globe, respectively, are both slow with around $6,000 in prospect for a second week at each house. "Stage to Tucson" will open at the Mayfair on Friday, while "Try and Get Me" will bow in at the Globe on Saturday.

'Born Yesterday' Holding

"Born Yesterday" is still holding up in its 19th week at the Victoria with $17,000 due. "Tales of Hoffman" is still near-capacity in its two-a-day reserved seat run at the Bijou, with about $14,500 expected for its fourth week. Its predecessor, "Cyrano de Bergerac," is expected to draw a consistent $7,000 in its moveover to the Golden.

Off-Broadway, "Kon-Tiki" is still doing excellent business at the Sutton with about $13,500 estimated for a fourth week. "Teresa" at the Trans Lux 52nd St., is down a bit but is still okay with $9,000 expected for a fourth week. "The Scarf" completed a mild first week at the Park Avenue with a gross of $6,500; it will hold.

New Field Service

(*Continued from page* 1)

concerned with the costs of travel hotels and meals, or the salary lost during traveling. NMS charges only for the work that is done," it was revealed. "In addition, the smaller distributor gains prestige because all NMS work is carried out in his name."

NMS exploitation personnel are being offered also as a supplementary field force for major companies that want special department store and specialty shop tie-ups for a particular campaign.

Bernard Maxwell, who organized NMS, is its director. He has been a field man for Paramount, Eagle Lion Columbia and the Hal Horne organization.

Carter Named Manager

MEMPHIS, April 30.—Frank Carter, Warner salesmen, today was named branch manager to succeed Vernon Adams, resigned.

A star is born in **TERESA**



PIER ANGELI as the bride in this M-G-M romance is the talk of the nation.

The success of TERESA's first engagements confirmed its Picture-of-the-month selection for millions of SEVENTEEN readers.

We know that this film will win the enthusiasm of America's teen-agers ... that exhibitors and public alike will take it to their hearts.

an **M-G-M** picture

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 84 NEW YORK, U.S.A., TUESDAY, MAY 1, 1951 TEN CENTS

Seminar Costs Will be Borne By Delegates

Project Will Not Add to COMPO's Financial Woes

The seminar on production problems which the Council of Motion Picture Organizations has scheduled for June 11-12 in Hollywood will in no way add to COMPO's financial burdens, according to Council spokesmen here. Those from exhibition, production and distribution who will participate in the seminar will pay their own travel and hotel expenses, it was reported.

Out of this disclosure arises the likelihood that all or nearly all of COMPO's major projects will be financed along similar lines. It is possible that a COMPO box-office drive, formerely known as a "film festival," would be paid for by theatres and distributors directly.

The much-needed revenue which

(*Continued on page 2*)

N. Y. 1st-Runs In Slow Week

Warm sunny days and rainy nights on Saturday and Sunday teamed u to give a one-two punch to Broadway first-run grosses over the weekend and the outlook is for one of the slowest weeks in quite a spell.

Only two theatres, the Paramoun and Radio City Music Hall, did outstanding business. The former, wit "My Forbidden Past" and Frank Sinatra on stage, is expecting $85,00 for the first week; a heavy figure made even more impressive by the dull business elsewhere.

(*Continued on page 8*)

SCTOA and TOA Meet D. of J. Today

WASHINGTON, April 30.—The Southern California Theatre Owners Association delegation and National Theatre Owners of America spokesmen held a lengthy huddle here today on the arguments which they will present tomorrow to Assistant Attorney General H. Graham Morison.

The meeting was arranged with the

(*Continued on page 8*)

New Taxes in Sight For Canadian Houses

Ottawa, April 30.—Though the Canadian government is not planning to impose any admission taxes to pay for the defense program, some municipalities are considering establishing new admission taxes to defray their expenses.

In Quebec, theatre owners have threatened to close down their 13 houses if the city administration goes ahead with a plan to impose a new tax of five cents on theatre tickets of less than $1 and 10 cents on tickets of more than $1.

Blumenstock Is Promoted

The appointment of Sid Blumenstock as assistant national director of advertising, publicity and exploitation was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp., following the conclusion of the company's national sales convention.

Blumenstock, who joined Paramount in 1949 as advertising manager, will continue in that capacity along with his new post. He was publicity director of Warner Brothers Atlantic City theatres from 1934-38 and joined 20th Century-Fox's advertising department in 1938.

SMPTE Talks Theatre TV

Recommendations for proposals to be made at the Federal Communications Commission hearings on theatre television to be held next fall were discussed here yesterday at a meeting of the Society of Motion Picture and Television Engineers' theatre television committee.

The proposals, which dealt in the main with technical requirements of theatre TV equipment, were referred to a subcommittee on distribution facilities, headed by Pierre Mertz of Bell Laboratories. If a common agreement is reached the SMPTE board will be informed, it was said.

Among those present were George L. Beers, RCA, presiding; Nathan

(*Continued on page 7*)

NPA Approves 8 Appeals, Rejects 8

WASHINGTON, April 30.—The National Production Authority today granted eight "hardship" theatre construction appeals and turned down eight more.

The eight approved projects were: $70,870 lobby alteration project for the Stanley-Mark-Strand Co., New York City; an $11,500 drive-in at Augusta, Ga., for Donald Boardman; a $6,954 drive-in at Chattanooga, Tenn., for Cohutta Amusement Co.; a $14,900 cooling system installation at Rochester, Minn., for the Rock Amusement Co.; a $25,000 theatre for

(*Continued on page 2*)

200 Drive-in Operators in Roadway Promotion Tieup

New Promotional Field Service

A nation-wide network of exploitation, promotion and publicity men for independent and foreign film distributors was announced here yesterday by National Merchandising Service. The new organization, a division of Franklin and Gladney, Inc., says it has personnel in 63 key and subsequent-run situations.

Servicing distributors on a daily rate, NMS says the use of its field personnel will save 60 per cent of the usual expense for sending a man on the road. "The distributor need not be

(*Continued on page 8*)

KANSAS CITY, April 30.—Highways in nearly every state having drive-in theatres, and many in Canada, will blossom out with drive-in posters in May and June, in the cooperative promotion project intiated by Jack Braunagle, drive-in manager of Commonwealth Theatres.

Braunagle said that 200 drive-in operators, including circuits that have two or more drive-ins, have ordered the promotional material which he and his associates had devised and are distributing. The total of drive-ins posting 24-sheets, three-sheets and window cards provided may reach 500. Almost anywhere any person travels a highway within five miles of a drive-in, the same poster will be seen. The cumulative effect of the impact is expected to be substantial.

SMPTE Head Tells Industry To Utilize TV

Warns Lack of Interest Slows Technical Advance

Producers and exhibitors must have the "courage and imagination" to utilize the technological advances made through television if the film industry is to maintain its position "as the greatest medium of mass education and entertainment," Peter Mole, president of the Society of Motion Picture and Television Engineers, said here yesterday.

Speaking at the opening luncheon of the Society's 69th semi-annual convention at the Hotel Statler, Mole said that "technical contributions already at hand are so far ahead of the industry's willingness to adopt them that the lack of interest may have the effect of applying a brake on future technical growth.

(*Continued on page 8*)

'U' Employes Share Profits

Nate J. Blumberg, Universal president, yesterday accepted the company's present high earnings as justification for giving some 300 home office "white collar" employes a retroactive pay "bonus" totaling approximately $20,000. Each employee will receive a check for $69, which represents $3 per week for the 23-week period between Sept. 1, 1949, and Feb. 1, 1950.

Blumberg's decision stems from a "gentlemen's agreement" which the company made with IATSE Motion Picture Home Office Employes Local

(*Continued on page 7*)

Loew's and D. of J. ResumeDecreeTalks

WASHINGTON, April 30. — Consent decree talks between Loew's and the Justice Department picked up again today, but were described as being still "in the preliminary stages."

Further talks with Loew's are expected later in the week, and officials of 20th Century-Fox may come in for another round of discussions, it was indicated here.

Personal Mention

W. C. GEHRING, assistant general sales manager for 20th Century-Fox, is in Polyclinic Hospital here for observation. He will be back at his desk next week.

•

RICHARD MEALAND, new managing director of Paramount British Productions, Ltd., is due to leave here today by air for London. RUSSEL HOLMAN, Eastern production manager, who was originally scheduled to accompany him, has delayed his trip.

•

ROGER C. LEATON, office manager and head booker at M-G-M's Kansas City branch, has been promoted to the sales staff, effective immediately, and HARVEY L. COLE, booker, succeeds LEATON in the office manager combination post.

•

LEO F. SAMUELS and IRVING LUDWIG, assistants to WILLIAM B. LEVY, world-wide sales head for Walt Disney Productions, returned here yesterday from a nationwide tour.

•

ADOLPH SCHIMEL, vice-president of Universal Pictures Corp., and MRS. SCHIMEL are due to sail from here today for Europe aboard the *S.S. Queen Mary*.

•

LEW SCHREIBER, executive manager of 20th Century-Fox's studio and assistant to DARRYL F. ZANUCK, is here from the Coast.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, accompanied by JAY EISENBERG of the legal department is visiting Boston from here.

•

JERRY PICKMAN, Paramount Pictures' director of advertising and publicity, left here for Cleveland yesterday.

•

ROTUS HARVEY, PCCITO president, is scheduled to be in Los Angeles from San Francisco tomorrow on PCCITO convention arrangements.

•

GEORGE MANN, Theatre Service Agency president, and MRS. MANN are due to arrive in Los Angeles from San Francisco today.

•

DR. HERBERT T. KALMUS, president of Technicolor Motion Picture Corp., is due to sail from here today for Europe aboard the *S.S. Queen Mary*.

•

WILLARD GILLIAN, M-G-M field auditor, is here on a visit to the home office.

•

J. REAL NETH, Neth Theatres, Columbus, O., is recovering from an operation at Mt. Carmel Hospital there.

•

BEN THAU, M-G-M studio executive, is slated to sail May 5 for Naples on the *S.S. Independence*.

•

MEL STRAUSS, industry publicist, has returned here from Boston.

•

DOUGLAS FAIRBANKS, JR., flew to London yesterday from here.

Tradewise . . .

By SHERWIN KANE

ANOTHER of the increasing demonstrations of confidence in the industry's future is found in Paramount Pictures' announcement of its new production and release policy for the last half of 1951, and the advertising program which is part and parcel of that policy.

A. W. Schwalberg, Paramount Film Distributing Corp. president, and Jerry Pickman, director of advertising, publicity and exploitation, made known the company's plans for the last half of the year at Paramount's national sales convention here last week.

The six months' release schedule from July through December will consist of 15 top budget features, involving what Schwalberg described as "an all-time record investment in the production of quality pictures." The schedule, he pointed out, represents not only a record investment but also comprises a greater number of pictures than Paramount has released in a similar period "in its recent history."

"All of us at Paramount," Schwalberg observed, "are firmly convinced that the quality of the forthcoming product will win unqualified support from the exhibition field and the public."

•

Paramount's plus-values in production and its acceleration of releases will be accompanied by plus attention and effort in advertising and exploiting those attractions, Pickman told the convention. His campaign will be built around the theme: "More pictures—better pictures—bigger pictures!"

There will be but one test, he said, for the ingredients which will go into the campaign: Will it sell tickets?

If it will, Pickman made it clear, precedent will not stand in the way of new ideas, new methods. The campaign will be designed to help exhibitors all the way down the line, and efforts will be made to regulate the flow of publicity so that it builds to a climax with the release of a picture, rather than permitting a lapse after completion of production and prior to release, Pickman said.

Paramount's confidence in the future, attested by its new release schedule and the merchandising plans accompanying it, will be reassuring to exhibitors who, confronted with new competitive and economic challenges, are urging "more pictures, better pictures, bigger pictures" to increase theatre patronage.

The Paramount policy is an answer to that demand, addressed effectively in terms of product and appeal to the nation's theatre patrons. There is no good reason to suppose they will not respond in the future as they have in the past.

Confidence in the industry is, as always, confidence in the product.

Seminar Costs

(*Continued from page* 1)

has been collected by COMPO in recent weeks from some of the larger theatre interests will be used for regular operating expenses such as headquarters rent, staff salaries, etc. Notwithstanding the success of a recent revenue-raising drive conducted by COMPO officers, the organization's income has at no time kept pace with the $600,000-a-year revenue rate which was envisaged originally, it was said

One project which would have to be financed out of COMPO's treasury is the institutional advertising campaign indicated for *Editor & Publisher*. There are no plans for starting this in the near future, however, it was learned.

NPA Approves 8

(*Continued from page* 1)

Carl Bailey at Pawnee City, Nebr.: a $69,950 theatre at Santa Rosa, Cal., for Codding House; a $15,250 remodeling job for the Brenham Amusement Co. of Brenham, Tex., and a $6,500 drive-in at Slaton, Tex.

Shirley Expected to Succeed GFD's Carr

LONDON, April 30.—P. H. Shirley, Australian-born accountant who three years ago was appointed assistant to John Davis, managing director of the J. Arthur Rank Organization, is expected to succeed E. T. Carr as managing director of Rank's General Film Distributors.

Rank at the weekend announced that Carr had resigned. He added that the parting was "on the happiest terms."

FWC Opens $300,000 Theatre on Coast

LOS ANGELES, April 30.—Fox West Coast has chartered a special bus to take a group of Hollywood luminaries to the premiere of its new $300,000 Fox Theatre in Taft, Calif., tonight.

The group, along with Taft civic, business and social leaders, were guests of Charles P. Skouras, president of Fox West Coast, at a reception and dinner, preceding the opening.

Truman Will Attend The Carter Barron Theatre Dedication

WASHINGTON, April 30.—President Truman has agreed to attend the dedication of the Carter Barron Amphitheatre, it was announced here today. The theatre, in Rock Creek Park, is being named after the late Eastern district manager of Loew's. The dedication date has been changed from May 30 to the evening of May 25.

President Truman is honorary chairman of the dedication committee, with Interior Secretary Chapman and Loew's president Nicholas M. Schenck as active co-chairman. Industry leaders who have agreed to serve on the committee, it was announced, include: Louis B. Mayer, Dore Schary, Barney Balaban, Harry M. Warner, Eric A. Johnston, Richard F. Walsh, Y. Frank Freeman, Joyce O'Hara, Marc J. Wolf and James C. Petrillo.

U. S. Aids British Sulphur Consumers

LONDON, April 30.—Film laboratories are still uniformed of the amount of sulphur to be allowed them, following the Board of Trade announcement that the government will control and allocate, starting tomorrow, 100,000 tons to be made available by the U. S. for the coming quarter.

It is assumed, however, that in view of top priorities accorded rearmament and other key, heavy industries, laboratories will receive approximately 85 per cent of their 1950 consumption of sulphur. In their view, this will just about enable them to carry on.

Smith to Preside at Boston Sales Meet

BOSTON, April 30. — Andy Smith, distribution vice-president of 20th Century-Fox, will preside over a sales meeting to be held at the Boston branch tomorrow. Managers from Boston, Philadelphia, Buffalo, New Haven, Albany, New York and Washington will attend.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR

"FATHER'S LITTLE DIVIDEND"

A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

ROBERT MITCHUM • AVA GARDNER
MELVYN DOUGLAS
in MY FORBIDDEN PAST

An RKO Radio Picture

in person FRANK SINATRA
EILEEN BARTON
JOE BUSHKIN and ORCH
TIM HERBERT & DON SAXON
EXTRA DAGMAR

PARAMOUNT TIMES SQUARE

Midnight Feature Nightly

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PARAMOUNT'S ANSWER

MORE, BETTER, BIGGER PICTURES

15 GREAT PARAMOUNT ATTRACTIONS · JULY THRU DECEMBER

More pictures—better pictures—bigger pictures! You demanded them—and Paramount has answered your demand. Yes, Paramount has shot the works in an all-out investment of quality-and-quantity product.

We've brought to full realization the tremendous plans we blueprinted for you in January 1950. And we're releasing *15* great new attractions from July thru December.

Here's the schedule, complete in every detail, for a solid six months, set before you sixty days prior to the first release. We've seen these pictures and we can tell you that every one is big and every one will get big preselling. What you've demanded, Paramount has delivered . . . *more pictures— better pictures— bigger pictures!*

WE POINT WITH PRIDE

MORE, BETTER, BIGGER PICTURES

We know you'll agree that this is the most impressive six-months schedule of boxoffice merchandise ever announced by Paramount

DATE	TITLE	CAST
JULY	**Passage West** COLOR BY TECHNICOLOR	 JOHN PAYNE · ARLEEN WHELAN · DENNIS O'KEEFE 
	Ace In The Hole	 KIRK DOUGLAS · JAN STERLING 
AUGUST	**Peking Express**	 JOSEPH COTTEN · EDMUND GWENN · CORINNE CALVET 
	HAL WALLIS' **That's My Boy**	 DEAN MARTIN · JERRY LEWIS 
	Warpath COLOR BY TECHNICOLOR	  EDMOND O'BRIEN · DEAN JAGGER · FORREST TUCKER · POLLY BERGEN  
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**	  BING CROSBY · JANE WYMAN · FRANCHOT TONE · ALEXIS SMITH  
	GEORGE STEVENS' **A Place In The Sun**	 MONTGOMERY CLIFT · SHELLEY WINTERS  ELIZABETH TAYLOR 
	PERLBERG AND SEATON'S	

	PERLBERG AND SEATON'S **Rhubarb**	 RAY MILLAND — JAN STERLING 
OCTOBER	**Crosswinds** COLOR BY TECHNICOLOR	 JOHN PAYNE — FORREST TUCKER — RHONDA FLEMING 
	Submarine Command	 WILLIAM HOLDEN — WILLIAM BENDIX — NANCY OLSON 
	GEORGE STEVENS' **Something To Live For**	 RAY MILLAND — TERESA WRIGHT — JOAN FONTAINE 
NOVEMBER	GEORGE PAL'S **When Worlds Collide** COLOR BY TECHNICOLOR	★ The producer of "Destination Moon" has made this new, and more startling interplanetary fantasy .... ★
	Darling, How Could You!	 JOAN FONTAINE — JOHN LUND 
DECEMBER	**Hong Kong** COLOR BY TECHNICOLOR	 RONALD REAGAN — RHONDA FLEMING 
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)	 BOB HOPE — HEDY LAMARR 

Watch for similar ads, reporting at regular intervals the *performance* of this unprecedented concentration of quality-and-quantity product.

MORE BETTER BIGGER PICTURES

These big pictures too – now completed or in production – are just part of Paramount's answer! Watch for them – and others just as great – in 1952...

TITLE	CAST
CECIL B. DeMILLE'S **The Greatest Show On Earth** COLOR BY TECHNICOLOR — SHOOTING	BETTY HUTTON, CORNEL WILDE, GLORIA GRAHAME ★ JAMES STEWART, DOROTHY LAMOUR, CHARLTON HESTON
WILLIAM WYLER'S **Carrie** — COMPLETED	LAURENCE OLIVIER, MIRIAM HOPKINS ★ JENNIFER JONES, EDDIE ALBERT
LEO McCAREY'S **My Son John** — SHOOTING	HELEN HAYES, ROBERT WALKER ★ VAN HEFLIN, DEAN JAGGER
HAL WALLIS' **The Stooge** — COMPLETED	DEAN MARTIN, EDDIE MAYEHOFF ★ JERRY LEWIS, POLLY BERGEN
WILLIAM WYLER'S **Detective Story** — EDITING	KIRK DOUGLAS ★ ELEANOR PARKER, WILLIAM BENDIX
PERLBERG and SEATON'S **Aaron Slick From Punkin Crick** COLOR BY TECHNICOLOR — SHOOTING	ALAN YOUNG, DINAH SHORE ★ ROBERT MERRILL, ADELE JERGENS
HAL WALLIS' **Red Mountain** COLOR BY TECHNICOLOR — COMPLETED	ALAN LADD, ARTHUR KENNEDY ★ LIZABETH SCOTT, JOHN IRELAND
Flaming Feather COLOR BY TECHNICOLOR — COMPLETED	STERLING HAYDEN, FORREST TUCKER, ARLEEN WHELAN ★ BARBARA RUSH, VICTOR JORY, RICHARD ARLEN
Rage Of The Vulture — SHOOTING	ALAN LADD, DEBORAH KERR ★ CORINNE CALVET, CHARLES BOYER

If it's a Paramount Picture, it's the best show in town!

NEWS in Brief . . .

MEMPHIS, April 30.—Theatre Owners of Arkansas, Mississippi and Tennessee will be asked to pay $25 per theatre for those with more than 600 seats and $15 per theatre for those with less than 600 seats to a fund that the theatre owners of America will use in its fight to get on top of the television scramble.

The TOA affiliate's board of directors met here and decided to raise the fund to help finance the national fight for a private television channel which would telecast big events for exclusive use on theatre screens. The board also elected Kermet Stengel, Nashville, to its membership.

•

H. M. Richey, M-G-M exhibitor relations head will leave here tomorrow for Grand Rapids where he will hold an exhibitor luncheon at the Rowe Hotel on Thursday. On May 10 he will attend the Allied Rocky Mountain Theatre Owners convention in Denver, and will then go to Kansas City for the Allied convention on May 16-17. He will be in French Lick, Ind., on May 22-23 for the Allied of Indiana convention.

•

Leonard Boudine, counsel for Screen Office and Professional Employes Guild (DPOWA-District No. 65), made it known at an informal hearing here yesterday before a National Labor Relations Board examiner that the union would not agree to any plan for distribution-wide bargaining agent elections which does not stipulate that the elections at all companies shall be held simultaneously.

•

RKO Pictures will distribute two Lopert Films features, "Women Without Names," and "Girl of the Marshes," in Central and Latin America and certain South American countries.

The deal was consummated between I. E. Lopert, president of Lopert, and Phil Reisman, vice-president of RKO Pictures.

•

WILMINGTON, Del., April 30.—A bill which would permit continuous showing of motion pictures on Sundays after two P.M. in incorporated cities was defeated by the Delaware House of Representatives but was left in a position to be brought up again for another vote. The law now requires Delaware theatres to be closed from six P.M. to eight P.M. on Sundays, permitting them to be open from noon to six P.M.

'U' Employes

(*Continued from page* 1)

No. H-63 in Oct., 1950, when a new union contract providing for wage increases was signed. The company agreed at the time that if profits increased during the ensuing year, retroactive pay covering the 23-week period would be forthcoming. Affected are all who were in the employ of the company on June 1, 1949, and have remained until the present.

Russell M. Moss, executive vice-president of Local H-63, commented yesterday: "The company recognizes that living costs are rising and that "white collar" workers are lower paid, and has been generous in adhering to the 'gentlemen's agreement'."

Review

"Bullfighter and the Lady"

(*Republic*)

THE ADVENTURES of an American in Mexico who goes about learning the art of bullfighting and wooing a senorita are presented in "Bullfighter and the Lady." Robert Stack plays the lean, well-molded Yankee and Joy Page is the dark-eyed lady. The film is excellent in those scenes which relate to bull fighting, whether in actual bouts in arenas or in going behind the scenes to show training methods and bull-breeding processes. Happily, a good deal of this footage was shot on location in Mexico and it contributes to fresh and exciting sequences.

In the more or less romantic aspects the screenplay, by James Edward Grant, runs a routine course. Observing how bullfighters are held in adulation in Mexico, Stack decides to become one. At the same time he feels it will enable him to impress Miss Page. Stack prevails upon Gilbert Roland, a brave, beloved but aging matador, to teach him the fine points of the profession. One day, in a moment of boyish exhibitionism, Stack puts himself in peril in the ring whereupon Roland leaps to the rescue and is gored to death. The incident half-strangles Stack with remorse. What is more, the populace is menacingly embittered about the Yankee. When things look darkest Stack goes into the arena once more and pays tribute to the memory of Roland by turning in a heroic performance. At the same time the deed turns the tide in the crowd's sentiment. The ending is the conventional one.

Budd Boetticher was associate producer and director for this John Wayne Production. Boetticher also collaborated on the original with Ray Nazarro.

Running time, 87 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Seek Myers' Views On New Trust Bill

WASHINGTON, April 30.—A House Judiciary sub-committee has asked Allied States Association general counsel Abram F. Myers to testify Thursday on a proposed bill to set up a uniform six-year Federal statute of limitations on private treble-damage anti-trust suits.

This is the bill which is being vigorously opposed by the Motion Picture Association of America. Appearing before the sub-committee on behalf of the MPAA, Kenneth Royall warned that such a statute would multiply the number of suits against distributors. He argued that a three-year statute should be the longest considered if Congress felt it had to enact a Federal statute. Private anti-trust suits are now governed by state statutes.

Myers has been asked to give his views by sub-committee chairman Emanuel Celler (D., N.Y.) and to discuss in particular Royall's testimony on the effect the bill would have on the film industry.

Theatre TV

(*Continued from page* 1)

Halpern, Theatre Owners of America theatre TV counsultant; Richard Hodgson; Paramount; Earl I. Sponable and Herbert Schalfi, 20th Century-Fox; Fred Bowditch and Wallace Loesser, National Carbon; Allen Smith, National Theatre Supply; Otto Schade, RCA; E. D. Goodale, NBC, and Mertz, who delivered a subcommittee report on the group's work.

The regular session of the SMPTE convention dealt with film processing and reports were heard from Edgar E. Berger and F. L. Bray Du-Art Film Laboratories; L. Karz and W. Esthimer, Raytheon; H. E. Hewston and Carlos H. Elmer, U. S. Navy Ordnance; W. Hedden, T. Weaver and Lloyd Thompson, Calvin Co.

The session was presided over by Edmund A. Bertram. E. K. Carver, chairman of the film dimensions committee, gave a report for his group.

Last night's session, with Frank E. Cahill, Jr. and E. M. Stiffle in charge, was devoted to motion picture techniques. Papers were read by R. J. Ross, Canadian National Film Board; Morton H. Read, Bay State Films; G. R. Stevens, Television Film Productions, London; Herbert Meyer, Motion Picture Research Council, and J. S. Leffen, U. S. Naval Photographic Center.

Industry Plays Big Role in Palsy Drive

The second annual campaign of United Cerebral Palsy will begin throughout the nation today, with the motion picture industry again taking a leading part.

Theatres from Coast to Coast are cooperating by collections and showing the UCP trailer, "The House on Anystreet," narrated by Cecil B. DeMille and produced by Paramount and Technicolor.

Goldenson, Hudson

Leonard Goldenson, president of UCP and also of United Paramount Theatres, and Earl J. Hudson, president of United Detroit Theatres and national campaign chairman, are assisting in the industry participation. Also aiding are George Dembow, vice-president of National Screen Service, as national distribution chairman, and Robert J. O'Donnell of Dallas, vice-president of Interstate Circuit, Inc., as national exhibitor chairman.

Leo Mascioli, 74

TORONTO, April 30.—Leo Mascioli, 74, veteran theatre builder and a partner for many years of Famous Players Canadian Corp., died at St. Michael's Hospital here.

Arthur F. Morrone

PITTSBURGH, April 30.—Arthur F. Morrone, veteran theatre man and president of the Superior Motion Picture Supply Co., died of a heart attack.

20th-Fox Ads Cited

The annual award by the Associated Business Publications for the best trade publication campaign selling dealers on using sales-promotion aids has been given this year to the Carvel Hall Cutlery-"Cheaper by the Dozen" 20th-Fox tie-up.

73 Warner Shorts

HOLLYWOOD, April 30. — Warner Brothers will produce 73 shorts and cartoons for the 1951-52 season, the company announced today.

National Pre-Selling

A DETAILED analysis of five individual pre-selling campaigns for "Cyrano de Bergerac," which reaped a harvest of national newspaper, radio and television penetration valued at $10,000,000, plus an additional million dollars worth of local publicity coverage in 35 roadshow cities, has been turned over by the Stanley Kramer Distributing Company to United Artists in preparation for the national release of the Jose Ferrer Academy Award-winning film on July 20. The report was delivered last week to William J. Heineman, United Artists vice-president in charge of distribution, and Max E. Youngstein, vice-president and national director of advertising-publicity. It will be made part of the United Artists' "Blueprint for Tomorrow" sales convention, opening in Chicago on May 5.

•

A comprehensive exhibitor campaign book detailing a multitude of tieups and special promotions for 20th Century-Fox's "Take Care of My Little Girl" is now available to showmen throughout the country, fully three months in advance of the film's national release date in July. Explained in the pressbook will be details of tieups with Auto-Lite, Estate Stoves, Motorola, Whitman's Chocolates, Campbell's Soups, Lux Flakes and the National Tea Bureau, with full instructions as to local applications. Also contained is a college campaign for theatres in school areas.

•

Redbook *Magazine for May, now on the stands, names "The Thing" (RKO) as its "Picture of the Month" and Florence Somers, feature editor, says: "It's science fiction, but so intelligently handled that it's believable, and all the more real because its cast is drawn from comparatively unknown players."* Redbook *also contains a profile on Shirley Temple, under the title "The Girl Who Grew Up in Your Heart," and lists four other films for special credit in the month.*

•

The new *Look* Magazine, released Tuesday, May 8, will carry an extensive story of M-G-M's production of "Show Boat" with back-of-the-camera stills made on location. "The Director Points His Candid Camera at Show Boat" gives George Sidney, director of what Metro calls its greatest production since "Gone With the Wind," his chance to tell the intimate details of the making of the new picture, illustrated with his own candid camera shots of Ava Gardner, Howard Keel, Kathryn Grayson, Joe E. Brown, Agnes Moorehead, Robert Sterling and others of the cast, at work and at ease between scenes.

•

Judges in the special "Bird of Paradise" coiffure contest, which is being held among beauty operators in hundreds of salons throughout the Metropolitan area, will join in the Buddy Rogers TV show tomorrow night to pick the outstanding hairdo created to honor the 20th Century-Fox Technicolor film, as part of the exploitation planned for the picture during its neighborhood and circuit run in Greater New York.

—WALTER BROOKS

TERESA
is a beautiful girl
TERESA
is a love story
TERESA
is, quite naturally,
SEVENTEEN's
Picture-of-the-Month

Congratulations!
...to M-G-M for a production that millions of SEVENTEEN readers will love

...to Fred Zinnemann for his sensitive direction, to Arthur Loew for inspiring this production

...to Pier Angeli for a performance that establishes her as one of our loveliest new stars



seventeen
the entertainment magazine
for high school girls

SMPTE Head

(*Continued from page* 1)

"I speak not only of television but of the potentialities of the increased use of color; multiple sound tracks, wide angle pictures and steroscopy that might capture the interests of the moviegoing public," he said.

"The motion picture exhibitor must learn to seek out, experiment with and adopt new techniques that appear to have commercial possibilities," Mole said: "This calls for courage and imagination unclouded by the fears which the present economic conditions have produced within the motion picture industry."

"Unfortunately," Mole continued, "in many instances the men who head the industry and who should translate invention into commercial reality have become so economy-minded that their first question is 'What will it cost?' and not, 'How will it benefit the industry?'"

Mole made his remarks before introducing the guest speaker, Nathan D. Golden, director of the film division of the National Production Authority. Golden appealed to the engineers to aid the government defense production program by conserving materials through the use of substitutes.

He said that "practically all manufacturers have been hit" by the NPA cutbacks in materials, but he looks for business in general to be helped as defense orders and subcontracts take up the slack of the transition period. Nevertheless, he warned that "there are not enough raw materials, manpower and productive capacity to maintain our expanded defense program on top of the same high level of civilian economy."

Sees No Film Shortage

Golden again declared that "at this moment" there is no shortage of motion picture film. He said film suppliers and manufacturers are delivering comparable footage to their accounts paralleling 1950 purchases, a situation he termed as "better than what might eventuate under a limitation order or an allocation system."

Among the guests on the dais were Brig.-Gen. K. B. Lawton, deputy chief, U.S.A. Signal Corps; Col. C. S. Stodter, chief of the Army Pictorial Service's training films division; G. F. Hussey of the American Standards Association; Emilio Ascarraga, Mexican exhibitor and producer, and James Frank, assistant to Golden.

Others on the dais were W. C. Kunzmann, L. L. Ryder, E. I. Sponable, Herbert Barnett, W. H. Rivers, William Lodge, F. E. Cahill and John Craine.

SCTOA and TOA

(*Continued from page* 1)

anti-trust chief to give the California exhibitors a chance to discuss the Los Angeles zoning situation, arbitration and other West Coast trade problems. The TOA spokesmen decided to tag along and make a pitch on print shortages and other problems on a nationwide basis.

Albert Hanson is chairman of the California committee, and is accompanied by Sherrill Corwin and Ezra Stern. Executive director Gael Sullivan and general counsel Herman Levy will represent the TOA. Levy said there would be no brief or any other written document presented to Morison.

NY Grosses

(*Continued from page* 1)

"Father's Little Dividend" continues to draw well at the Music Hall, which estimates a gross of $125,000 for the third week of the bill, including a musical revue.

Other openers are "Follow the Sun" at the Roxy which will fall well below the $50,000 mark, and "The Bullfighter and the Lady" at the Capitol, which has a modest $25,000 in sight. Gordon Jenkins and his orchestra head the Capitol stage bill.

'Only the Valiant'

"Only the Valiant" is down at the Strand, with the final five days of a three-week run expected to hit around $22,000. Gordon MacRae is on stage. "I Was a Communist for the F.B.I." will open there tomorrow. "The First Legion" is disappointing at Loew's State, with the first week not likely to touch $15,000.

"Valentino" at the Astor is leading the straight film policy houses with about $22,000 coming in for the second week. "The Brave Bulls" at the Rivoli dipped to about $14,000 for its second week, but the figure can be considered satisfactory.

"The Sword of Monte Cristo" and "Lucky Nick Cain," at the Mayfair and Globe, respectively, are both slow with around $6,000 in prospect for a second week at each house. "Stage to Tucson" will open at the Mayfair on Friday, while "Try and Get Me" will bow in at the Globe on Saturday.

'Born Yesterday' Holding

"Born Yesterday" is still holding up in its 19th week at the Victoria with $17,000 due. "Tales of Hoffman" is still near-capacity in its two-a-day, reserved seat run at the Bijou, with about $14,500 expected for its fourth week. Its predecessor, "Cyrano de Bergerac," is expected to draw a consistent $7,000 in its moveover to the Golden.

Off-Broadway, "Kon-Tiki" is still doing excellent business at the Sutton with about $13,500 estimated for a fourth week. "Teresa" at the Trans Lux 52nd St., is down a bit but is still okay with $9,000 expected for a fourth week. "The Scarf" completed a mild first week at the Park Avenue with a gross of $6,500; it will hold.

New Field Service

(*Continued from page* 1)

concerned with the costs of travel, hotels and meals, or the salary lost during traveling. NMS charges only for the work that is done," it was revealed. "In addition, the smaller distributor gains prestige because all NMS work is carried out in his name."

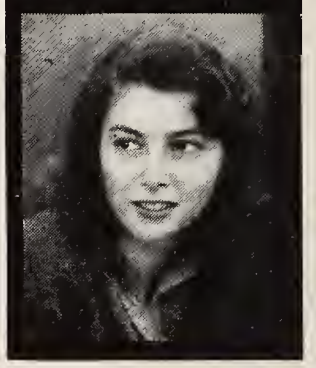
NMS exploitation personnel are being offered also as a supplementary field force for major companies that want special department store and specialty shop tie-ups for a particular campaign.

Bernard Maxwell, who organized NMS, is its director. He has been a field man for Paramount, Eagle Lion Columbia and the Hal Horne organization.

Carter Named Manager

MEMPHIS, April 30.—Frank Carter, Warner salesmen, today was named branch manager to succeed Vernon Adams, resigned.

A star is born in **TERESA**



PIER ANGELI as the bride in this M-G-M romance is the talk of the nation.

The success of TERESA's first engagements confirmed its Picture-of-the-month selection for millions of SEVENTEEN readers.

We know that this film will win the enthusiasm of America's teen-agers ... that exhibitors and public alike will take it to their hearts.

an **M-G-M** picture

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 85 NEW YORK, U. S. A., WEDNESDAY, MAY 2, 1951 TEN CENTS

Unfair Labor Charges Filed By Colosseum

Distributors Refused to Show Books, Union Says

CHICAGO, May 1.—The Colosseum of Motion Picture Salesmen of America, an unaffiliated labor union representing the industry's 1,000 film salesmen, has filed with the National Labor Relations Board here charges of unfair labor practices against eight distributors. The action arose out of the recent collapse of negotiations for a new contract.

Filed by David Beznor, Colosseum general counsel, the charges revolved around an alleged refusal by the distributors to disclose upon demand by the union earnings figures to support a contention that the industry was "sick," the attorney reported.

The Colosseum sought a "10 per cent-plus" pay increase in the negotia-

(*Continued on page 5*)

U. S. Hears SCTOA Trade Complaints At Indecisive Meet

WASHINGTON, May 1.—Spokesmen for the Southern California Theatre Owners Association and the Theatre Owners of America declared that talks they had today with government anti - trust officials on complaints against distributor sales policies had been highly satisfactory, but refused to give details.

A cryptically-worded statement issued by the exhibitors after a lengthy

(*Continued on page 5*)

Suit vs. Two Film Salesmen Stands

WASHINGTON, May 1.—U. S. District Court Judge Matthews has denied a motion to dismiss a pending private anti-trust suit against two theatre-owning film salesmen.

The suit was brought by the Center Theatre of Centreville, Md., against originally, Paramount, 20th Century-Fox, RKO, Columbia, and Charles Wingfield and F. B. Klein. Wingfield, a Columbia salesman, and Klein, a

(*Continued on page 2*)

1,900 'Lab' Workers Seek Wage Boost

Negotiations will get underway here today between film laboratory operators and IATSE Motion Picture Laboratory Technicians Local No. 702 on proposals by the latter for wage increases and welfare and pension benefits for some 1,900 members of the local in the East.

Simonelli Heads 'U' Ads, Publicity Here

Charles Simonelli has been promoted to the post of manager of the Eastern advertising and publicity department of Universal Pictures by David A. Lipton, vice-president in charge of advertising and publicity. Simonelli's managerial post is a new one at Universal here. Maurice Bergman, now executive assistant to company president Nate J. Blumberg, was advertising-publicity director up to two years ago.



Charles Simonelli

As head of the New York office of

(*Continued on page 5*)

Farnol in NY 'P. R.' Post

Lynn Farnol has been appointed special public relations representative for the committee authorized by last week's meeting of Metropolitan New York exhibitors to activate a co-operative business - building drive for this area.



Lynn Farnol

The announcement was made by the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Association, which together represent nearly 500 neighborhood and Broadway houses, but the action was taken by

(*Continued on page 4*)

U. A. Executives to Chicago Meet Today

United Artists home office executives headed by president Arthur B. Krim will leave here today for Chicago, where United Artists' three-day "Blueprint for Tomorrow" sales convention will open tomorrow at the Blackstone Hotel.

The home office delegation will also

(*Continued on page 4*)

UPT to Install Theatre TV In 22 Theatres

Ready for Fall Operation In Middle West Houses

Purchase of theatre television equipment for 22 more United Paramount Theatres, located principally in the Middle West, was announced here yesterday by Leonard Goldenson, UPT president, who said it "marks a giant step forward in the entertainment field."

Twenty of the new sets are made by RCA, and the other two are the Paramount intermediate film type, with which four UPT theatres are now equipped. One, the Tivoli in Chicago, now uses RCA equipment.

Installation of the equipment will begin in the near future, Goldenson said, and operation will be started in September. He declined to name the theatres involved. The purchase will

(*Continued on page 4*)

To Honor Para.'s Schwalberg With New Sales Drive

A. W. Schwalberg, president of Paramount Film Distributing Corp., will be honored by the company's sales organizations in the U.S. and Canada with a special two-month booking drive set to begin in July.

To be called "A Salute to Al Schwalberg," the drive was generated at a closed meeting of the field force at its recent national sales convention in New York. Schwalberg was asked

(*Continued on page 5*)

Newsreels, TV Cited for Crime Committee Coverage

WASHINGTON, May 1. — Warm praise for the television and newsreel coverage of the Senator Kefauver Crime Committee's hearings earlier this year was contained in the Committee's final report, issued today.

Through newsreels, the Committee said, "millions of American theatregoers were able to follow the Committee's activities in all parts of the country." It stated that the newsreels were particularly cooperative in New York where a pool had been worked out.

"One innovation that marked the newsreel coverage of this Committee's hearings," the report declared, "was the release of a film nearly an hour long that graphically depicted the highlights of the entire series of hearings and was seen by an audience esti-

(*Continued on page 2*)

1,000 Expected at UJA Luncheon

Over 1,000 of the amusement industry are to attend a luncheon at the Hotel Astor tomorrow for the United Jewish Appeal. The event will not be fund-raising in nature, it was stated by Sam Rosen and Abe Schneider, co-chairmen of the division.

Louis Nizer will be the principal speaker at the luncheon, which is planned to inform the industry on needs for Jewish relief, rescue and rehabilitation, it was announced.

McWilliams Heads Ampa Slate Again

Associated Motion Picture Advertisers' nominating committee has proposed Harry K. McWilliams for re-election as president. Proposed for vice-president, to succeed Hap Hadley, is Charles Simonelli. Lige Brien has been named again for treasurer and Anita McGee has been nominated as secretary to succeed Marjorie Harker.

The annual meeting of AMPA; to hear the nominating committee's selec-

(*Continued on page 4*)

Personal Mention

NATE BLUMBERG, Universal president, is scheduled to leave here tomorrow for Hollywood.

•

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, is due to leave here Friday for Nashville. He will proceed to Little Rock on Monday.

•

JOHN C. FLINN, Monogram-Allied Artists director of advertising and publicity, is due to leave for the Coast from Washington, D. C., later this week.

•

CARL DORTIC, RKO Pictures' head booker-office manager in Albany, N. Y., has been called back into service as a lieutenant in the Army Air Force.

•

WILLIAM B. ZOELLNER, head of M-G-M short subjects and newsreel sales, is in Albany today and will be in Buffalo for the balance of the week.

•

CHARLES LEVY, Walt Disney's Eastern publicity representative, returned here yetserday from Milwaukee, Memphis, New Orleans and Cincinnati.

•

NORMAN SIEGEL, director of Paramount studio publicity, is scheduled to leave here tomorrow for Cleveland enroute to Hollywood.

•

GOTTFRIED REINHARDT, M-G-M producer, is scheduled to leave here today by plane for the Coast.

•

Y. FRANK FREEMAN, Paramount vice-president and studio head, left here for Hollywood yesterday.

•

PHIL WILLIAMS, March of Time theatrical sales manager, is in Kansas City from New York.

•

NED E. DEPINET, RKO Pictures president, is slated to return here from the Coast at the weekend.

•

E. H. ROWLEY, president of Robb and Rowley-United Theatres, is in New York from Dallas.

•

AL HORWITS, Universal studio publicity director, has left here for Louisville.

•

JULES LEVEY has returned here from the Coast.

Suit vs. Salesmen

(*Continued from page* 1)

20th-Fox salesman, operated theatres in Church Hill and Chestertown, Md.

The four distributors recently settled their part of the case out of court, giving equal availability to five towns on Maryland's Eastern Shore. Wingfield and Klein then moved to dismiss the suit against them, claiming that with the distributors out they should be out too. This was the motion Judge Matthews denied. It is expected that the case will come up for trial shortly.

Warner Sale Rumors Make Stock Active

The wide variety of rumors in the trade and financial district concerning the sale of Warners' 1,800,000 shares to a financial syndicate and sale of the company's theatre operations, although unverified, have stimulated market interest in the company's stock. More than 60,000 shares were traded in the first two days of this week, closing at 13½ yesterday, up about a point over a week ago.

The downtown rumor most widely circulated is that the Warner brothers, H. M., Jack L. and Albert have been offered $27,000,000, or $15 per share, for the approximately 25 per cent of the outstanding shares. Company officials have declined comment on the rumors.

D. of J. Considering The Sale of Ansco

WASHINGTON, May 1.—The Justice Department is considering the sale of the Ansco division of General Aniline and Film Corp.

This was revealed to a House Appropriations sub-committee by Attorney General McGrath. The Justice Department controls General Aniline as a result of vesting under the Alien Property Act. McGrath said the department's present thinking is to permit the directors to dispose by public sale of the Ansco division on the theory that this division has no relation to the main functions of General Aniline, which is a chemical corporation.

McGrath admitted that should Justice do this, Remington Rand might try to enjoin such a sale.

The Department would like to sell the entire firm, the Attorney General said, but is tied up under present law which prevents sale while litigation is pending. He urged Congress to change this law to permit the sale providing proceeds were put in escrow.

Levy Files $450,000 Coast Trust Suit

SAN FRANCISCO, May 1.—A $450,000 trust suit has been filed in Federal Court here by Edward Levy against George Mann and major companies, charging that a conspiracy existed among the defendants which forced him out of business.

Levy said he opened a theatre in Dinuba, Tulare County, in Feb., 1941, but in that same month, the suit charges, Mann opened a second theatre in Dinuba, and conspired with distributors to prevent him from getting first-run films. This forced him to close his theatre in May, 1942, Levy said.

Other defendants include Paramount, Loew's, Warner, 20th Century-Fox, National Theatres, Fox West Coast, RKO Pictures, Columbia, Universal and United Artists.

TV Distribution Problem Tops SMPTE Meet Agenda

Physical distribution of kinescope films to television stations has all the problems of theatrical motion picture distribution, the Society of Motion Picture and Television Engineers was told yesterday at the morning session of the second day of the 69th semi-annual convention taking place at the Hotel Statler here.

Frank Lapore, of NBC, said that kinescopes were circulated in much the same manner as conventional films, with the added difficulty that some must be played out within a week of the recording. He was one of seven speakers at the television recording and reproduction session, presided over by Fred G. Albin of CBS, who also delivered a paper.

Others who presented papers were Howard Chinn, CBS; Kendel Foster, William Esty agency; P. J. Herbst, RCA; K. B. Benson and A. B. Ettlinger, CBS. A report by W. D. Kemp of the BBC, London, was delivered in his absence.

The session also heard reports from R. L. Garman, chairman of the television committee, and F. N. Gillette, chairman of a joint RTMA-SMPTE television film equipment committee.

Yesterday afternoon the delegates journeyed to Murray Hill, N. J., to visit the Bell Telephone Laboratories there. George L. Beers was in charge and after a tour of the plant papers were delivered by Pierre Mertz, Bell; D. T. Wilber, DuMont Laboratories; E. C. Fritts, Eastman Kodak; Frank N. Gillette and R. A. White, General Precision Laboratories, and John Kiel, Producers Service Co.

Today's session will deal with high-speed photography, film projection and screen viewing factors. The Society's semi-annual banquet and dance will be held at the Statler's grand ballroom tonight.

For the first time, SMPTE convention events are being filmed. Emerson Yorke and a crew of seven are shooting the sessions and a print will be available for the Society's use.

SMPTE Information Desk

The Society of Motion Picture and Television Engineers has set up a special desk in the registration hall to supply information pertaining to all members and Society activities. In charge is Ray Gallo of Quigley Publications, assisted by Allen Smith, chairman of the SMPTE's Eastern section, A. H. Bolt, chairman of the Central section, Frank Rogers, Jr., chairman of the 16mm. section, and H. S. Walker, chairman of the foreign section.

'Leathernecks' Confabs

Here for RKO Pictures home office conferences on his "Flying Leathernecks," producer Edmund Grainger will leave for Washington today with Robert Mochrie, RKO sales vice-president, and Don Prince, publicity director, to be joined by Terry Turner, exploitation director, in conversations with Gen. C. C. Jerome and Gen. J. C. McQueen.

Newsreel Parade

RECEPTIONS for Gen. MacArthur and Gen. Eisenhower in Italy mark current newsreel highlights. Other items include the Loyalty Day parade and sport flashes. Complete contents follow:

MOVIETONE NEWS, No. 36—Gen. MacArthur continues triumphant tour. Gen. Eisenhower inspects Italian troops. Japanese freighter runs aground. Psychiatric aid of the year. American Legion rally. Glove show. Sports.

NEWS OF THE DAY, No. 270—Parade for Gen. MacArthur. Israeli Navy visits New York. Gen. Eisenhower inspects Italy's troops. Unique school teaches how to sleep. U. S. Bond appeal. Penn relay. Girls' baseball team.

PARAMOUNT NEWS, No. 73—British soccer. Gen. Eisenhower visits Italy. Portugal mourns its president. Israeli warships arrive on good will visit. "Short Order" chicken in Paris. Loyalty Day parade. Sports.

TELENEWS DIGEST, No. 18-A—"Rebel" National Guard outfit fights in Korea. Gen. MacArthur in Milwaukee. Train fire in Japan. Chiang Kai-shek anniversary. Marshal Petain gains. Spring in Norway. Snow in French Alps. Racing.

UNIVERSAL NEWS, No. 452—Loyalty Day parade. Powder plant blast. School for firemen. Baby-sitter's school. News flashes from the world of sports: cowgirls' rodeo. Penn relays, girls' baseball team.

WARNER PATHE NEWS, No. 75—Vogeler freed by Hungary. Gen. MacArthur welcomed. Gen. Eisenhower in Italy. California town opens its homes to Korea veterans. Blossom-bonnet fashions in Hawaii. Sports: Penn relay mile.

Wilk to Divide Time Between NY, Studio

Jacob Wilk has been placed in charge of purchasing unusual play and story material, Warner Brothers announced here yesterday, and will divide his time between the home office and the Coast. He is due at the studio on May 25.

Wilk was formerly Eastern studio representative and most of the work he handled has been taken over by the studio; no one will replace him in the former post.

Boehnel's Post At RKO Expanded

In line with RKO Pictures' increased emphasis on short subjects, Robert Boehnel has been assigned by publicity director Don Prince to initiate a short subjects publicity service directed to the public, trade press and exhibitors. The assignment will be in an addition to Boehnel's regular handling of Metropolitan New York papers.

Newsreels Cited

(*Continued from page* 1)

mated in the millions." The film was made and released by 20th Century-Fox.

As for television, the report said that the Committee recognized that "a major part of the credit for the vital impact of this Committee's most recent hearings was due to the televising of the session."

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"Fine film of the Month."
—*Redbook*

"Best newcomer of the Month, Pier Angeli."
—*Cosmopolitan*

"Pier's 'Teresa' tremendously appealing."
—*Life*

"Picture of the Month."
—*Seventeen*

"Excellent movie."
—*Woman's Home Campanion*

"Second success for producer Arthur M. Loew and director Fred Zinnemann."
—*Newsweek*

"For Pier Angeli overnight stardom."
—*Time*



This is TERESA
as played by beautiful
PIER ANGELI in her
first American picture.

A STAR ARRIVES!

M-G-M's "TERESA" is an established hit!
The box-office has spoken!
First 3 days in Nashville beat "King Solomon's Mines"!
Toledo in 2 days equalled "Royal Wedding" at Easter!
5th Big Week in N.Y. where it is setting new house records!
Pier Angeli as "TERESA" is an overnight sensation.
M-G-M's Story of A Bride is an exploitation gold-mine.
It was publicized in advance for more than a year and
Honored by leading magazines and columnists.
Watch for M-G-M's Supplement, in addition to Press book.
You too can repeat "TERESA's" success in your town!

★

M-G-M presents "TERESA" starring Pier Angeli • John Ericson • with Patricia Collinge • Richard Bishop Peggy Ann Garner • Ralph Meeker and Bill Mauldin • A Fred Zinnemann Production • Screen Play by Stewart Stern • From an Original Story by Alfred Hayes and Stewart Stern • Directed by Fred Zinnemann Produced by Arthur M. Loew

Theatre TV

(*Continued from page* 1)

give UPT 27 houses equipped with theatre TV, a number considerably in excess of the total U. S. installations at this date.

The expansion in theatre TV was forecast in the UPT annual report last month when Goldenson announced that the company would use part of a $10,000,000 bank credit for the acquisition of television assets. Though no figures were made public yesterday, 20 RCA sets at more than $15,000 each and two Paramount sets at about $25,000 each bring the total to more than $350,000. It is estimated that installation and other costs will bring the investment to the half-million mark.

Considerable surprise was expressed here yesterday that UPT, which has installed the Paramount TV system in the N. Y. Paramount, the State-Lake in Chicago, Michigan in Detroit and Radio City in Minneapolis, should have placed the bulk of its order with RCA. Two factors, RCA's recent price cut and a limited supply of the Paramount equipment, are believed to have influenced the decision.

Goldenson said that UPT will continue to purchase theatre TV equipment for additional theatres. "Since the N. Y. Paramount presented the Louis-Walcott fight and our exclusive telecasts of 'Big 10' football games in Chicago and Detroit last year, interest in this medium has continued to grow," he said.

Robert O'Brien, UPT secretary-treasurer, has been conducting negotiations with the "Big 10" Conference looking for a continuation of the exclusive telecasts. He is in Chicago at present for further talks on the subject.

Fire Destroys Theatre

CAMBRIDGE, Neb., May 1.—Fire destroyed the Ray Theatre here, operated by Ray Phillips of Indianola, who leased the house from Mrs. Elizabeth Cumming of Cambridge.

TWA TWA TWA TWA

Now TWA offers

Luxurious ALL-sleeper service

on "*The Ambassadors*"

The only all-sleeper flights overnight to

LONDON and PARIS

non-stop from New York

•

For information, see your travel agent or call TWA



Across the U.S. and overseas... you can depend on

TWA

TRANS WORLD AIRLINES

U.S.A. · EUROPE · AFRICA · ASIA

Review

"The Prowler"

(Horizon Pictures-United Artists)

AS a study of the conniving villainy of a small-town police officer, "The Prowler" packs the type of dramatic wallop that audiences long remember. Van Heflin, as the romantically ambitious cop, goes through a succession of episodes that run like a monotone in bleak depravity. In dramatic terms the picture is exciting and realistic, the type that will provoke considerable word-of-mouth comment. It does not quibble about the grimy facts of human relationships and as such is stamped for adult audience classification.

The production treatment is a resourceful one, with Evelyn Keyes sharing the lead with Heflin. As the story opens it has Heflin investigating Miss Keyes' complaint about a prowler around her house. Heflin does not find a prowler but he does find her mighty attractive. Heflin returns again and again and since Miss Keyes' husband is an all-night disc jockey, the visits are without danger for Heflin.

When he learns that the husband's will leaves a fortune to Miss Keyes, Heflin maps an insidious scheme to come into the money. It involves killing the husband and planning the murder so that it looks like a mistaken attempt to shoot a prowler. Next Heflin convinces Miss Keyes it was an accident and then marries her. Terror seizes Heflin on his wedding night when Miss Keyes informs him that they are to have a baby in five months. In order to avoid scandal at the inquest both swore that they did not know one another. The birth would completely destroy this story.

Some good photographic effects have been gotten out of the deserted mining town where the couple decides to go to have the baby. In time the foolishly fond Miss Keyes realizes the full monstrousness of Heflin's character and, acting quickly, prevents him from killing the delivering doctor. The finale is marked by a wild attempt by Heflin to escape, but a blast of police fire finally cuts him down.

A Horizon Pictures presentation, it was produced by S. P. Eagle and directed by Joseph Losey, from a screenplay by Hugo Butler.

Running time, 92 minutes. Adult audience classification. Release date, May 25.

MANDEL HERBSTMAN

Sears Ill; UA Seeks Pact Adjustment

Re-negotiation of Gradwell L. Sears' contract as distribution executive for United Artists is scheduled to be undertaken by the company soon due to Sears' inability, because of continuing illness, to fulfill assignments planned for him.

Sears reentered the hospital last week and will be unable to attend the company's national sales convention opening in Chicago tomorrow. The active service part of his contract expires the end of this year. A settlement of the pact will be sought by the company, which had planned an active role for him in its distribution operations.

U. A. Executives

(*Continued from page* 1)

include Matthew Fox, Robert W. Benjamin, William J. Heineman, vice-president in charge of distribution, who will be chairman of the convention; Max E. Youngstein, vice-president and national director of advertising-publicity; Seymour Peyser, vice-president and general counsel A. E. Bollengier, treasurer, and Bernard Kranze, executive assistant to Heineman.

Sales executives joining the Chicago-bound forces will include Nat Nathanson, Eastern and Canadian sales manager; Milton E. Cohen, Western and Southern sales manager; Jack Wrege, assistant to Nathanson; John Hughes, assistant to Cohen; Joe Sugar, Rube Perlman and Phil Dow.

Members of Youngstein's advertising-publicity division who will accompany him include Francis Winikus, advertising manager; Al Tamarin, publicity manager; Mori Krushen, exploitation manager; Leon Roth, assistant publicity manager, and Lige Brien, director of special events and New York-Metropolitan area exploitation representative. Jonas Arnold is already in Chicago.

Farnol's 'P.R.' Post

(*Continued from page* 1)

the five-man committee named last week and represents the first concrete step in a program initiated here last fall.

The committee, composed of Fred Schwartz, Max A. Cohen, Si Fabian, Edward Rugoff and Joseph Vogel, is a continuation of the steering committee which prepared a blueprint of a comprehensive public relations plan designed as a long range program to revitalize exhibition throughout Greater New York. It also included a proposal for a film industry exposition, which is being held in abeyance for the time being, and was predicated on the support of the distributing companies.

Veteran Publicist

Farnol, a veteran publicist in both the motion picture and institutional fields, indicated yesterday the scope of his activities will not approach that visualized by the original "blueprint" but said that nevertheless he hoped to produce results in the immediate future. He said an announcement concerning his plans for a staff will be made soon.

New Ampa Slate

(*Continued from page* 1)

tions, will be held on May 8 at the Canton Village Restaurant, it was announced.

Proposed to the board of directors are McWilliams, Simonelli, Brien, Miss McGee, Blanche Livingston, Gordon White, Vincent Trotta, Rutgers Nielson and Miriam Brandon Moses.

Nominated to the board of directors are Dave Bader, for three years; Chat Friedman, two years; Jacques Kopfstein, one year. Auditing committee nominees include Charles Alicoate, chairman; Leon Bamberger and David A. Weshner.

NEWS in Brief . . .

For the fifth successive year, the 400 regional exchanges of the Motion Picture Association of America's member companies suffered no loss or damage by fire, it was disclosed yesterday in an annual report of the technical service department, the MPAA unit which supervises the industry's voluntary program of film conservation.

•

BOSTON, May 1.—Albert Daytz, Warner Brothers' New Haven branch manager and Mickey Daytz, WB Boston sales manager, have resigned. They will enter a buying and booking service for exhibitors. The date on which their resignations is to take effect has not yet been determined.

•

A charter for the newest Variety Club tent, in Tokyo, Japan, will be presented to the Tokyo delegation at the international convention in Philadelphia next week, Marc J. Wolf, international chief barker of the Variety Clubs, announces.

A. C. Humbert of Pathe-Overseas will be one of the charter delegates making the trip from Japan.

•

Mrs. Mary C. Schneider, mother of Helen Schneider, assistant RKO Pictures story editor here, died yesterday morning, at her home. Services will be held on Friday at 10 A.M. at St. Philip Neri Church.

•

HOLLYWOOD, May 1.—Steve Schlesinger today obtained from King Features and cartoonist Chic Young full television rights to the "Blondie" cartoon strip and signed Arthur Lake to play Dagwood in the video film series he will produce.

MGM Convention Roster Increased

Eleven more home office executives will attend the three-day M-G-M sales managers meetings which get under way here on Monday.

With William F. Rodgers, sales vice-president presiding, he will be flanked by three assistants, Edward M. Saunders, assistant sales manager; Charles M. Reagan, and Henderson M. Richey, head of exhibitor relations.

Additionally, there will be William B. Zoellner, head of short subject and newsreel sales; Joel Bezahler, in charge of bidding; Richard A. Harper, circuit sales; Alan F. Cummings, exchange operations; his assistant, Harold Postman; M. L. Simons, editor of *The Distributor* and assistant to Richey, and Jay Eisenberg and Pincus Sober of the legal department.

MITCHELL MAY, Jr. CO., INC.

INSURANCE

•

Specializing

in requirements of the

Motion Picture Industry

75 Maiden Lane, New York

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Colosseum

(Continued from page 1)

tion sessions which were held within the past six weeks in both New York and Minneapolis. Additional demands included one for increased on-the-road expense allowances.

The distributors made an offer of a $4 per week increase in salesmen's wages, which was flatly rejected by the union. A 10 per cent increase would be equal to about $9 per week.

Charging the distributors with refusing to "consider any proposal for a proportionate increase in wages and expenses to meet the increase in the cost of living," Beznor said that the "employers had failed and refused to approach negotiations with an open mind and a real intention to reach an agreement."

Companies Cited

Companies cited in the charges are: Paramount, 20th Century-Fox, Columbia, Warner, Universal, RKO Pictures, Republic and Loew's.

Bernard Goodman, chairman of the distributors' negotiating committee, declined to comment yesterday on the Colosseum of Motion Picture Salesmen's NLRB charges. Reached at Warner's home office, Goodman said he had not been served with a copy of the charges and therefore could not make a statement.

Rubin, W-K Part

HOLLYWOOD, May 1. — Stanley Rubin resigned his producership with Wald-Krasna, effective on completion of the editing of "Behave Yourself."

U. S. Hears SCTOA at Meet

(Continued from page 1)

three-hour session with Justice Department officials said the meetings had been "so satisfactory that arrangements already made by the California association to meet with film company presidents and general sales managers have been cancelled." Neither SCTOA nor TOA officials would elaborate on whether Justice had promised to bring pressure to bear on the film companies, had indicated support of an arbitration system, or just what "satisfaction" had been received on the numerous exhibitor complaints.

Justice Department officials did not share the exhibitors' view as to the significance of the meeting. One official said that "I would not call it a meeting at which vital decisions were reached." Another Department spokesman merely said that some of the issues raised by the SCTOA and TOA officials have previously been raised by other exhibitor groups, and that Justice has taken all matters under advisement.

Participating in the meeting were: Assistant U. S. Attorney General H. Graham Morison and assistants Maurice Silverman and Philip Marcus.

The SCTOA delegation was headed by Albert Hanson and included Sherrill Corwin and attorney Ezra Stern. The officials from national TOA were executive director Gael Sullivan and general counsel Herman Levy.

The California delegation had been slated to discuss the Los Angeles zoning and clearance situation, print shortages, competitive bidding, arbitration and other policies. The exhibitor statement admitted that "many problems under discussion will require further amplification," and revealed that the Justice Department had asked the SCTOA to submit further written memoranda and supporting data on some of the points.

Sullivan is slated to leave here tomorrow for TOA unit conventions in Nashville, Little Rock and Atlanta. Levy and Corwin were scheduled to leave for New York tonight, while Stern and Hanson will probably leave for the Coast tomorrow, it was understood.

Simonelli Promoted

(Continued from page 1)

Universal's advertising-publicity department, Simonelli will continue to serve as executive in charge of national exploitation, the post he held at the time of his promotion.

The Eastern advertising-publicity executive staff under Simonelli will consist of Philip Gerard, Eastern publicity manager and Jeff Livingston, Eastern advertising manager, posts which they have been occupying.

Simonelli joined Universal in 1942. In March, 1943, six months after he joined the advertising-publicity department, he was promoted to cooperative advertising work. In the fall of 1943 he was placed in charge of all commercial tie-ups for the company.

Schwalberg

(Continued from page 1)

to leave the convention hall, and during his absence the division managers proposed this personal tribute to the assembled sales representatives. Upon his return to the rostrum, Schwalberg was greeted with a standing vote of acclamation.

No money, prizes, or other inducements will be offered for the July and August drive which is solely and completely a demonstration of the regard in which Schwalberg is held by the field force.

Release Schedule

Paramount will have in release in July and August five pictures including, "Passage West," in Technicolor, starring John Payne, Dennis O'Keefe and Arleen Whelan; "Ace in the Hole," starring Kirk Douglas and Jan Sterling; "Peking Express," Joseph Cotten, Corinne Calvet and Edmund Gwenn; "That's My Boy," Dean Martin and Jerry Lewis, and "Warpath," in Technicolor, starring Edmund O'Brien, Dean Jagger, Forrest Tucker and Polly Bergen.

E. K. O'Shea, sales vice-president, will be national chairman of the drive, with Oscar Morgan, sales manager of Short Subjects and Paramount News, as national captain. Honorary national captain will be Jerry Pickman, director of advertising-publicity; national coordinator will be Monroe R. Goodman, Schwalberg's executive assistant. George A. Smith, J. J. Donohue, Hugh Owen, Howard Minsky and Duke Clark, the company's five division managers, and Canadian general sales manager Gordon Lightstone will serve as co-captains.

PARAMOUNT TRADE SHOWS

May 7th, 1951

• • •

KIRK DOUGLAS

in

"ACE IN THE HOLE"

with

Jan Sterling

BOB ARTHUR • PORTER HALL

Produced and Directed by

BILLY WILDER

Written by Billy Wilder, Lesser Samuels and Walter Newman

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	8:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	11 A.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 South Harwood Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	12:45 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1:30 P.M.
JACKSONVILLE	FLORIDA THEA'S SCR'NG RM., Florida Thea. Bldg., Jacksonville	7:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	7:30 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82-88 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
* NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.) May 8th	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2:30 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
* SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave. May 9th	2 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Avenue	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	1:30 P.M.

* New York, Tuesday, May 8th—San Francisco, Wednesday, May 9th

If your mind is on this figure-->  (don't let us bother you)

BUT if it's on this figure→

FIGURE ON



FACTS TO FIGURE ON!

SAN FRANCISCO
PARAMOUNT THEATRE
A boxoffice gold rush for holdover business and wow returns!

NEW YORK
MAYFAIR THEATRE
Sock opening plus holdover business!

PHILADELPHIA
STANTON THEATRE
Opening to one of the biggest takes in UA history.

And this is only the beginning!

WATCH THE DOUGH ROLL IN AND THE FIGURES FLY IN CINCINNATI, DETROIT, TRENTON, NEW BRUNSWICK, BALTIMORE, CHICAGO AND HUNDREDS OF OTHER SITUATIONS POURING IN EVERY HOUR—EVERY DAY—FOR ALL OUT, ALL THE WAY GREAT BALLYHOO RETURNS!

TRADE RAVES!

'Should reap a tidy profit for all concerned!" —*Daily Variety*

'An exploitation natural!" —*Hollywood Reporter*

'Diverting. Delivers excitement and has appeal!" —*Film Daily*

"Absorbing, thrilling for all!" —*Showmen's*

"For excellent returns in ballyhoo market. Builds strong mood and sustained suspense!" —*Variety*

"No question about business. Aces back-to-back!" *MP Herald*

"A natural!" —*Boxoffice*

"A boxoffice bonanza. An ace-high merchandising product!" —*MP Daily*

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 86 NEW YORK, U. S. A., THURSDAY, MAY 3, 1951 TEN CENTS

Warner Says Stock Sale Offers Being Considered

Company President Confirms Lurie Group Offers $15 Per Share for Warner Family Stock Holdings; Meets Monday May Decide

Harry M. Warner, president of Warner Brothers, yesterday verified reports that he and his brothers, Jack L. and Albert Warner, have under consideration offers to sell their approximately 25 per cent stock interest in the company, representing the total holdings of themselves and their families.

Included in the offers under consideration, Warner said, was one from a syndicate headed by Louis A. Lurie, San Francisco financier and realtor, of $15 per share for the approximately 1,800,000 shares owned by the Warners, making the total cash consideration involved about $27,000,000.

Warner obserbed that "if a better offer is made it would be accepted."

Warner was reached by telephone at Saratoga Springs, N. Y., where he is resting for a few days preparatory to the holding of meetings here starting next Monday on the offers under consideration. Lurie will attend those meetings, it was confirmed. A Warner Brothers spokesman, indicating that next week's meetings would be decisive one way or another, said the company expected to issue a full statement early next week.

Harry Warner has been in New York for the past three weeks conferring on the Lurie offer. He was joined here last week by Jack Warner, at which time the offer was tentatively accepted by the two and Albert

(Continued on page 6)

Justice Dept. 'Open-Minded' On Arbitration

Morison Urges Industry Units to Meet With Him

WASHINGTON, May 2.—Assistant Attorney General H. Graham Morison, head of the Justice Department's Anti-Trust Division, said today he has "a perfectly open mind" on the question of arbitration in the film industry.

In the past, the Department has been opposed to arbitration systems. Morison was appointed only recently and it has been reported he might be more receptive to arbitration than his predecessors.

Asked whether his thinking on arbitration had crystallized yet, Morison said that "I have no opinion yet one way or the other—I have a perfectly open mind on the subject."

Morison said there was "nothing

(Continued on page 6)

Industry Gets CMP 'Break'

WASHINGTON, May 2.—Practically all types of theatre and film equipment have been included in the list of products which will probably get allotments of steel, aluminum and copper under the Controlled Materials Plan, the National Production Authority revealed today.

NPA officials also said that any items used in the production and processing of motion pictures would also

(Continued on page 6)

Cite UJA Chairmen At Luncheon Today

Past and present chairmen of the amusement division of the United Jewish Appeal will be honored at a Hotel Astor luncheon here today, including Barney Balaban, Jack Cohn, S. H. Fabian, Matthew M. Fox, Billy Rose, Samuel Rosen, Abe Schneider, Fred J. Schwartz, Albert Warner and

(Continued on page 6)

Fabian Names TOA Convention Aides; Trade Show Set

With the general committee appointments completed by chairman S. H. Fabian, plans and arrangements for the Theatre Owners of America 1951 convention and trade show, to be held at the Hotel Astor here Sept. 23-27, are reported to be rapidly taking shape.

The trade show, to be held in the Astor ballroom, will open on Sept. 23

(Continued on page 15)

Harvey Hits TOA's Position on COMPO

SAN FRANCISCO, May 2.—Sharp criticism of Theatre Owners of America's "on the fence" approach to the Council of Motion Picture Organizaitons is carried in the current bulletin of the Pacific Coast Conference

(Continued on page 15)

Para. Aims Films At Armed Services Day

With Armed Services Day scheduled for May 19, all 32 of Paramount's domestic branches have begun an intensive booking campaign for "At War With the Army," "Captain Carey, USA," "Wake Island," "So Proudly We Hail," "Cassino to Korea" and "Tripoli."

Additional playing time for these

(Continued on page 15)

'Blueprint for Tomorrow' Keynotes UA Meet Today

CHICAGO, May 2.—United Artists' "Blueprint for Tomorrow" three-day sales convention will open here tomorrow at the Hotel Blackstone, with more than 100 in attendance, including home office executives and staff members, district and branch managers, producers and producer representatives.

The opening session will be addressed by Arthur B. Krim, president of the revitalized and expanded film distribution company; William J. Heineman, vice-president in charge of distribution, and Max E. Youngstein, vice-president and national director of advertising, publicity and exploitation. Heineman will be chairman.

United Artists is currently releasing

(Continued on page 5)

Field Force of 50 For Levey's 'Fabiola'

CHICAGO, May 2.—One of the largest field forces in recent industry history is being organized for the general release of "Fabiola," it was announced here by Max E. Youngstein, U. A. vice-president.

More than 50 men, including motion picture, theatre, sports and circus experts, are being assembled, under exploitation manager Mori Krushen, to kick off from the world premiere of the film at the Joy Theatre, New Orleans, on May 9, and the New York premiere at the Victoria theatre on May 30, for a concentrated ballyhoo campaign.

Mackenna Head of Buffalo Compo Unit

Buffalo, May 2.—George H. Mackenna, manager of the Lafayette Theatre, was elected chairman of the steering committee to organize the Council of Motion Picture Organizations in the Buffalo exchange area, at a meeting held in the local Variety Club. William Dipson, of Dispon Theatres, was named vice-chairman.

United Artists Convention Section, Pages 4—16

Tells SMPTE Meet Of New Screening Techniques

Advances in visual presentation of motion pictures, if properly utilized by exhibitors and producers, would assure the conventional theatre first place in competition with television and drive-ins, Benjamin Schlanger, theatre engineering and architectural consultant, said at yesterday's session of the Society of Motion Picture and Television Engineers semi-annual convention at the Hotel Statler here.

Schlanger, who spoke informally to the press before presenting a paper at the afternoon session, said that with existing projection equipment the film image can be enlarged to occupy a screen large enough to take up the whole field of vision during panoramic shots. When dynamic action dominates the screen, audience attention could be focussed on a smaller part of the screen, with the detail of the surrounding scene fading away, much as the human eye would see the action in real life.

Leadership Needed

The introduction of sound years ago diverted attention from the visual presentation, Schlanger said, but he added that now is the time for the motion picture industry to re-assert its leadership in projecting action on the screens of its theatres. He said that the conventional theatre can easily maintain its pre-eminence in the field.

Two of yesterday's symposiums, on film projection and screen viewing factors, appeared to be of special interest to exhibitors. The first, presided over by W. W. Lozier, heard papers from H. J. Benham, RCA; F. J. Kolb, Jr., and F. Urbach, Eastman Kodak; G. Gagliardi, Warner Theatres; A. T. Williams, Weston Instrument; C. R. Underhill, Jr., RCA; W. G. Hill, Ansco, and R. W. Lavender, also of Ansco.

The screen-viewing factors symposium, presided over by F. J. Kolb, Jr., heard from E. M. Lowry, and David L. MacAdam, Eastman Kodak; S. D. S. Spragg, University of Rochester; H. L. Logan, Holophane Co.; Sylvester K. Guth, General Electric, and Schlanger.

Running Concurrently

Running concurrently were symposiums on high-speed photography. M. L. Sandell presided over the morning meeting, with C. D. Miller taking over in the afternoon.

The Society's semi-annual banquet and dinner dance was held last night, with Peter Mole, Society president, as toastmaster. He introduced the Society's officers and thanked them for handling the convention arrangements.

It was announced that the 70th semi-annual convention will be held at the Hollywood-Roosevelt Hotel, Hollywood, on Oct. 15-19.

Pasin Resigns

BUFFALO, May 2.—Don J. Pasin has resigned as local manager of the Lippert Pictures exchange and is returning to Brooklyn. He has not as yet decided on his future plans.

Personal Mention

STEVE BROIDY, president of Monogram and Allied Artists, has returned to his Hollywood office from Colorado Springs.

•

ROTUS HARVEY, Variety's chief barker in San Francisco, accompanied by MRS. HARVEY, is due to leave there Saturday for Philadelphia to attend the Variety Club's convention.

•

W. B. FRANKE, former owner of the theatre at Humboldt, Ia., has returned from California after seven years to manage the Rialto and Valley Theatres, Missouri Valley, Ia.

•

GEORGE MONROE, SR., and MRS. MONROE, of Omaha, celebrated their 50th wedding anniversary. Monroe is a veteran of more than 40 years in the film business in Nebraska.

•

MAURICE (BUCKY) HARRIS, Universal Pictures home office exploiteer, has returned to his desk following an operation.

•

ABE BERNSTEIN, M-G-M exploiteer, has arrived in Buffalo from New York to set up headquarters.

•

BEN LORBER, head of Universal Pictures insurance department, has returned here from Hollywood.

H. M. RICHEY, M-G-M exhibitor relations head, is due back here tomorrow from Grand Rapids, Mich.

•

BEN MELNIKER, of M-G-M's legal department, became a father Tuesday for the second time when a seven-pound boy, to be named CHARLES MICHAEL, was born at Nassau Hospital, Rockville Center, L. I.

•

RODNEY D. CHIPP, director of engineering for the Du Mont television network, is due to fly from here to Europe on a combined vacation-business trip on May 18.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, left here yesterday for a tour of the Chicago, Omaha, Denver, and Des Moines exchanges.

•

BUCK HARRIS, Screen Actors Guild public relations chief, is due to leave here for Hollywood over the week-end.

•

JOSEPH J. DEITCH, film buyer of Florida States Theatres, is here on a visit and is stopping at the Astor Hotel.

•

W. A. SCULLY, Universal Pictures domestic sales consultant, left here yesterday for his home in Florida.

Hersholt Sees Need For Awards Changes

Jean Hersholt, former president of the Academy of Motion Picture Arts and Sciences and incumbent president of the Motion Picture Academy Building Corp., conceded in an interview here that the present format of the Academy Award presentation ceremonies is in need of change.

Asserting that those who maintain that the ceremonies should return to the banquet format are correct in contending that more "glamor" and general interest was stimulated in the awards in that way. Hersholt reminded however that there is not in Hollywood an establishment which could accommodate the 2,500 who would expect to be invited.

The Academy Building Corp., the real estate organization which controls the building which houses Academy offices in Hollywood, will have all mortgages paid off by next March, Hersholt said.

The producers of award-winning pictures stand to benefit most from the Academy's designations, Hersholt maintained. Compared to the awards' commercial value to the producers, he added, what winning stars gain in terms of fame is considerably less.

M. A. Brown to UA

BUFFALO, May 2. — Mannie A. Brown for many years manager of the local Paramount exchange and more recently general manager of the Eagle Lion Classics here and in Albany, has become associated with the local United Artists exchange as Buffalo city sales representatives.

NLRB Rules SIMPP Is Single Unit

WASHINGTON, May 2. — The National Labor Relations Board ruled today that all members of the Society of Independent Motion Picture Producers should be treated as one unit for purposes of determining whether carpenters and set erectors should be represented by IATSE or the AFL Carpenters Union.

IATSE had asked for the election, with all SIMPP members to be treated as one unit. The carpenters contended that separate units should be established for the employes of each member of the Society. A three-man Board panel noted that in previous decisions it had found appropriate association-wide units for set decorators and for actors employed by SIMPP members, and "on the basis of the present record, we perceive no valid reason for departing from the scope of our unit determinations in those cases."

The Board ordered an election within 30 days.

Scheckter to E. M. Loew

HARTFORD, May 2. — Samuel Scheckter, formerly with theatre circuits in Connecticut and Massachusetts, has been named manager of E. M. Loew's Court Square Theatre, Springfield, Mass., replacing Gerald London, who is to be assigned to other duties by the circuit. Charles Gaudino, former manager of the Hippodrome Theatre, Bridgeport, has been named assistant manager of Loew's Poli in that city, and Joseph LeFer is the new student assistant manager.

SAG-TVA NLRB Voting May Start June 3

With some 6,000 actors in Hollywood, New York and other parts of the country due to participate in the balloting, the National Labor Relations Board election to determine whether they shall be represented for purposes of eolleetive bargaining by the Screen Actors Guild or the Television Authority or neither is expected to get underway around June 3, it was indicated here yesterday.

Results of the election, which will settle the long-standing dispute between the SAG and TVA over jurisdiction in the field of television films, will be announced around July 4, it was estimated.

Voters will include performers employed by members of the Society of Independent Motion Pieture Producers, the Independent Motion Picture Producers Association and the Association of Motion Picture Producers, who make more than 98 per eent of the motion pictures produeed in the U. S. The vast majority of these performers are SAG members.

Lippert Takes Over ELC Denver Offices

HOLLYWOOD, May 2. — Robert L. Lippert has acquired the Denver branch office formerly operated by Eagle Lion Classics and takes occupancy this week. Lippert also engaged Lewis J. Lieser, former ELC braneh manager in Buffalo, and Eugene Tunick, former ELC manager in Indianapolis, to head Lippert offices in those cities.

Lippert and executive producer Murray Lerner will fly to Chicago tomorrow with a print of "Little Big Horn" to be shown at sales meetings at the Blackstone Hotel, Friday and Saturday.

Bergman to Address Three Conventions

Maurice A. Bergman, Universal Pictures' director of public relations, will speak before three exhibitor conventions during May, at the annual convention of the Allied Rocky Mountain Independent Theatre Owners at the Cosmopolitan Hotel, Denver, next Wednesday and Thursday, the annual convention of the Motion Picture Theatre Owners and Operators of Georgia at the Biltmore Hotel in Atlanta, May 12-15, and the mid-summer convention of Allied of Indiana at French Lick Hotel, Freneh Lick Springs, May 23.

Will Close Strand to Install Theatre TV

Warner's Strand Theatre here will close during June for re-decorating and a re-wiring job, to be done in conjunction with the installation of RCA theatre TV equipment, which will be ready for operation when the house re-opens on July 4. The opening bill will be Alfred Hitchock's "Strangers on a Train."

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Short Subject

"The Nation's Mental Health"

(March of Time—20th Century-Fox)

One of the nation's most pressing health problems, the emotional and mental instability of a reported 7,000,000 Americans, is explored in the latest March of Time. "The Nation's Mental Health" shows how the government and private agencies, notably the Menninger Clinic in Topeka and the National Association for Mental Health, are attacking this serious threat to our national well-being. Finally awakened to the gravity of the problem, many communities, too, according to the documentary, are establishing local mental health clinics. The March of Time has performed a public service in bringing to light dramatically and intelligently an unpleasant situation too long ignored.

Running time, 19 minutes.

Sears' UA Contract Settled; Leaves Fri.

Gradwell L. Sears officially severs all connections with United Artists tomorrow and plans to remain inactive throughout the spring and summer.

He withdraws from the company of which he was one-time president under an arrangement which wipes out the unexpired portion of his contract as vice-president in charge of distribution and a 10-year deal to follow under which he was to be available on a consultative basis. The first phase of the agreement involved $120,000 in salary by the end of 1951 and the second, salary at the rate of $35,000 annually for the 10-year period. The $470,000 aggregate remuneration will be paid Sears at the rate of $47,000 a year for the next 10 years.

The Settlement

Under the settlement, Sears may not engage in future activities which UA regards as competitive. This suggests he is committed not to engage in national distribution, but probably could enter production or exhibition eventually if he should so desire.

Asked for comment, a UA company official said yesterday that "Sears has a 10-year consultative contract with the company and he will have to perform it."

Drive-in Files Suit For $3,750,000

CINCINNATI, May 2.—A $3,750,000 anti-trust suit against 15 film companies and others was filed here in U. S. District Court by the S. S. Amusement Corp., which operates the Twin Drive-in Theatre.

The complaint charges violation of the Sherman and Clayton anti-trust laws.

Acquires 'Jenny' Rights

Rex Film Distributing, San Francisco, has acquired from Noel Meadow Associates here the distribution rights to "Jenny Lamour" for 11 Western states.

Reviews

"New Mexico"

(Allen Productions—United Artists)

AN INTERESTING and mature approach is added to an old, reliable entertainment form in "New Mexico." A cavalry Western, the picture treats with conflicts between Indians and white men in the 1860's. Ansco color used in the film is highly satisfactory. The cast assembled for this Irving Allen production includes Lew Ayres, Marilyn Maxwell, Andy Devine and Jeff Corey. The picture has lots of action, fighting and settings in the wild outdoors. What sets it several notches above the usual film in the category is a screenplay that aims at keeping free from formula situations.

Ayres plays the part of a U. S. Cavalry officer who prides himself on his friendly relations with the Indians. He is even instrumental in having President Lincoln present a peace token to Indian Chief Ted de Corsia. However, when the President is assassinated, the relations with the Indians in the territory deteriorate badly, mostly due to a corrupt colonel and an ambitious judge. Some Indians are brutally killed, reprisals follow, and soon the drums of war start beating. Ayres, believing he can prevent war, sets out to intercept the Indian chief. With a small band of men he travels for days over the parched territory. Finally, the unit takes refuge in a deserted little village atop a towering cliff. Incident follows incident and skirmish follows skirmish until finally Ayres and his men are killed as well as the Indian chief and many braves. Left surviving, in a symbol of future amity, are the chief's young son, and Miss Maxwell, an entertainer. Miss Maxwell joins the besieged band of soldiers after she is rescued from a stagecoach attack, and in the course of her stay offers some snappy vocal numbers.

A Joseph Justman presentation, it was directed by Irving Reis, from an original screenplay by Max Trell.

Running time, 76 minutes. General audience classification. Release date, May 18.

MANDEL HERBSTMAN

"Her First Romance"

(Columbia)

MARGARET O'BRIEN returns to the screen after going through the "growing up" stage, and in this first of her semi-grown up roles she emerges quite pleasing in a production that will pass as good clean family fun, a frothy little comedy about adolescent love.

Margaret appears as a high school student who has a strong liking for Allen Martin, Jr., a debonair chap who appears to be considerably more interested in sports than in Miss O'Brien or her competitor, Elinor Donahue. Margaret and Jimmy Hunt, her younger brother, follow Martin and Miss Donahue to summer camp. Margaret's efforts to have Martin named king of the camp and thus win his love succeed, but they almost ruin her father financially. With victory hers, Miss O'Brien, fickle in the tradition of her sex, loses interest in Martin and sets out for another conquest.

Seymour Friedman directed, from a screenplay by Albert Mannheimer. Others in the cast are Sharyn Moffett, Ann Doran, Lloyd Corrigan, Susan Stevens, Marissa O'Brien, Arthur Space, Otto Hulett, Lois Pace, Harlan Warde, Maudie Prickett.

Running time, 73 minutes. General audience classification. May release.

See Page 14 for Additional Reviews

Film Press Writers To Elect on May 14

Members of the Film Press Writers of America, newly-formed organization of trade press journalists, will elect officers at a meeting at the Hotel Astor here on May 14.

Proposals for a constitution and a program of activities have been drafted by a steering committee consisting of Al Piccoult, *Harrison's Reports;* Charles L. Franke, MOTION PICTURE DAILY; Mel Konecoff, *The Exhibitor;* Joseph Priore, *Film Daily;* William Specht, *Showmen's Trade Review;* Alan Ames, *Independent Film Journal;* Sumner Smith, *Boxoffice;* Leonard Coulter, *Film Bulletin.*

The organization's program is designed to stimulate social and fraternal contact among members of the industry's press, but will refrain from considering any problems that belong in the field of union activities. Also, it will promote and advance the interests of the industry and promote goodwill and cooperation between members of the trade press.

To Buy for Drive-ins

ALBANY, N. Y., May 2.—Lou Goldstein, former Schine buyer, announces he is buying for the Vail Mills Drive-in Co. whose new drive-ins are to be opened soon in Schuyler.

30 Years for Key Cooper Operation

OKLAHOMA CITY, May 2.—The Criterion Theatre here is celebrating its 30th anniversary under the same management of the Cooper interests. The theatre opened with D. W. Griffith's "The Little Flower," under the direction of J. H. Cooper and C. C. McCollister, and became the key house in a circuit extending through Oklahoma, Colorado and Nebraska.

Cooper set up the Cooper Foundation in 1935 and his organization has continued to operate the Criterion since Cooper's death in 1946. All profits from the organization are tagged for charities. Profits have financed three years of nurse training for 41 graduates. Many other students are being helped through colleges and 18 high school students will be given scholarships next month. School playgrounds have been provided and a dairy herd is maintained for 4-H Club members.

Tribute to Silent Days

In a salute to top figures of the silent screen who saw the rise of motion pictures, Universal-International will hold a special invitational preview of "Hollywood Story" at the Museum of Modern Art.

Give-
CP
UNITED CEREBRAL PALSY

Tuttle Asks to Be Heard at 'Red' Probe

WASHINGTON, May 2.—The House Un-American Activities Committee admitted today that it had received a cable from director Frank Tuttle asking to testify when the Committee reopens its Hollywood hearings.

Press dispatches from Vienna quoted Tuttle, at work on a film there, as having admitted he was a Communist for 10 years, up to 1947. Tuttle was identified twice during the Committee's hearings as a former Party member. Meanwhile, rumors were that one of the first witnesses when the Committee resumes hearings will be former producer Adrian Scott. Scott, one of the "Hollywood 10," has been named as a one-time Communist, but according to Edward Dmytryk had already quit the party at the time of the 1947 hearings.

Col. Will Release 'FBI' Short in June

"A Day with the F.B.I.," Technicolor documentary short, will be released in June by Columbia. The two-reeler, a Louis deRochemont-Reader's Digest production, will be handled as a "special," exclusive of regular short subject product, Columbia announced. The film is currently playing a pre-release engagement at New York's Astor Theatre.

U's 'Hollywood Story' In Television Tie-up

Linking television and the film industry in a search for new talent, Universal and American Broadcasting's weekly network televison show, "Hollywood Screen Test," have developed a six-week talent hunt in 11 cities in connection with the Universal film "Hollywood Story."

Canadian Council Meet

TORONTO, May 2.—Plans are going ahead for the third annual meeting of the Motion Picture Industry Council of Canada, of which J. J. Fitzgibbons is chairman, the three-day sessions being scheduled commencing Sept. 24 at the Mount Royal Hotel, Montreal.

UA FORCES CONVENE IN CHICAGO



Arthur Krim



Robert Benjamin



Matthew Fox



William Heineman



Max Youngstein

U.A. Delegates in Chicago from N.Y. And from the Field

CHICAGO, May 2.—United Artists complete home office and sales executives and its field forces are on hand here today for the company's national convention, which will open tomorrow morning at the Blackstone Hotel.

Home office executives at the convention will be headed by president Arthur B. Krim; Matthew Fox; Robert W. Benjamin; William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president and national director of advertising, publicity and exploitation; Seymour Peyser, vice-president and general counsel; A. E. Bollengier, treasurer, and Bernard Kranze, executive assistant to Heineman.

Sales executives present will include Nat Nathanson, Eastern and Canadian sales manager; Milton E. Cohen, Western and Southern sales manager; Jack Wrege, assistant to Nathanson; John Hughes, assistant to Cohen, and Joe Sugar, Rube Perlman and Phil Dow.

Others Attending

Youngstein's advertising, publicity and exploitation division will be presented by Francis Winikus, advertising manager; Al Tamarin, publicity manager; Mori Krushen, exploitation manager; Jonas Arnold, assistant advertising manager; Leon Roth, assistant publicity manager, and Lige Brien.

Also attending the convention will be district managers Fred Meyers, Moe Dudelson, J. J. O'Loughlin, W. T. Keith, James Velde and Charles S. Chaplin.

Branch managers will include Harry Segal, Boston; Joe E. Callahan, New Haven; John Turner, Philadelphia; E. W. Sweigart, Washington; David D. Leff, Buffalo; Jack Finberg, Cincinnati; Sidney Cooper, Cleveland; S. J. Bowman, Detroit; M. Trautenberg, Pittsburgh; Harry Goldman, Chicago; W. C. Hames, Indianapolis; Joe Imhof, Milwaukee; Abbot Schwartz, Minneapolis; Clarence Olson, Denver; William E. Truog, Kansas City.

Also, D. V. McLucas, Omaha; F. J. Lee, St. Louis; Richard Carnegie, Los

(Continued on page 5)

U.A. Has Product Lined Up For the Next 3½ Months

CHICAGO, May 2.—Delegates attending the United Artists national sales convention at the Blackstone Hotel here, tomorrow through Saturday, will be told that the company will distribute a total of 38 features during the first eight months of this year, and that the releasing schedule for the next three and a half months has been expanded to 19 productions. This expansion move followed the recent absorption of Eagle Lion Classics by UA.

At the rate of about one feature weekly, the UA releases for the May 1-Aug. 17 period follows:

May 1—VOLCANO, starring Anna Magnani, directed and produced by William Dieterle.

May 4—TRY AND GET ME, produced by Robert Still, starring Lloyd Bridges and Frank Lovejoy.

May 11—THE FIRST LEGION, starring Charles Boyer in the film version of Emmet Lavery's play.

May 15—ODETTE, Herbert Wilcox production, starring Anna Neagle and Trever Howard.

May 18—NEW MEXICO, in Ansco color, starring Lew Ayres and Marilyn Maxwell.

May 25—THE PROWLER, S. P. Eagle's Horizon production, starring Van Heflin and Evelyn Keyes.

June 1—FABIOLA, Jules Levey production, starring Michele Morgan, Henri Vidal and Michel Simon.

June 8—THE MAN WITH MY FACE, produced by Ed (Archie) Gardner in Puerto Rico, starring Barry Nelson.

June 15—THE HOODLUM, starring Lawrence Tierney.

June 22—ST. BENNY THE DIP, Danziger Brothers' production starring Dick Haymes, Nina Foch and Roland Young.

June 29—TWO GALS AND A GUY, starring Robert Alda, Janis Paige and James Gleason.

July 6—CAIRO ROAD, starring Eric Portman.

July 13—HE RAN ALL THE WAY, Bob Roberts' feature, starring John Garfield and Shelley Winters, with Wallace Ford, Gladys George and Selena Royle.

July 20—CYRANO DE BERGERAC, starring Jose Ferrer.

July 27—PARDON MY FRENCH, starring Merle Oberon and Paul Henreid.

August 3—CLOUDBURST, starring Robert Preston.

August 10—DRAKE'S DUCK, starring Douglas Fairbanks Jr. and Yolande Donlan.

August 17—THE EVIL ONE, starring David Farrar and Geraldine Fitzgerald.

The first 19 features on this year's UA list, which are currently in release, are:

"Wicked City," starring Maria Montez, Jean Pierre Aumont and Lilli Palmer; "Mr. Universe," starring Jack Carson and Janis Paige; "Korea Patrol," Jack Schwarz' production starring Richard Emory and Benson Fong; "The Sun Sets at Dawn," starring Sally Parr and Phillip Shawn; "They Were Not Divided"; "The Blue Lamp," starring Jack Warner and Dirk Bogarde; "Naughty Arlette," starring Mai Zetterling and Hugh Williams.

Also "My Outlaw Brothers," directed by Elliott Nugent for producer Benedict Bogeaus, starring Mickey Rooney, Wanda Hendrix and Robert Preston; "The Second Woman," produced by Mort Briskin and Robert Smith and starring Robert Young and Betsy Drake; "Circle of Danger," starring Ray Milland and Patricia Roc, and directed by Jacques Tourneur for producer David Rose; "So Long at the Fair," starring Jean Simmons and Dirk Bogarde.

Also, "Madman's Gold"; "The Scarf," I. G. Goldsmith production directed by E. A. Dupont, starring John Ireland, Mercedes McCambridge and James Barton; "The Long Dark Hall," written by Nunnally Johnson and starring Rex Harrison and Lilli Palmer; "Queen for A Day," Robert Stillman production, directed by Arthur Lubin; "Skipalong Rosenbloom," starring Slapsy Maxie Rosenbloom and Max Baer; "When I Grow Up," directed by Michael Kanin for S. P. Eagle's Horizon Productions, starring Bobby Driscoll, Robert Preston and Martha Scott; "Oliver Twist," starring Robert Newton, Alec Guinness

(Continued on page 5)

Producers to Hear Sales Policies From Wm. Heineman

CHICAGO, May 2.—One of the largest gatherings of leading independent producers ever assembled in one group is expected at United Artists' "Blueprint for Tomorrow" sales convention which will open here tomorrow, it was announced by William J. Heineman, UA vice-president in charge of distribution and convention chairman.

The UA producers have been invited to attend the convention to hear Heineman's new sales policies for all company releases, and an analysis of the stepped-up national and point-of-sale promotion and pre-selling programs formulated by Max E. Youngstein, vice-president and national director of advertising, publicity and exploitation.

Producers Invited

Among the producers invited are: Stanley Kramer, producer of "Cyrano de Bergerac" and "High Noon"; Bob Roberts, producer of "He Ran All the Way"; I. G. Goldsmith, producer of "The Scarf"; Harry and Edward Danziger, producers of "So Young, So Bad" and "St. Benny the Dip"; Robert Stillman, producer of "Queen for A Day" and "Try and Get Me"; S. P. Eagle, producer of "The Prowler" and "When I Grow Up."

Also, Jules Levey, producer of "Fabiola"; W. Lee Wilder, producer of "Three Steps North"; Edward F. Gardner, producer of "The Man with My Face"; Irving Allen, producer of "New Mexico"; Douglas Sirk, producer of "The First Legion"; William Dieterle, producer of "Volcano."

Also, Sherrill Corwin, who is presenting "The Man from Planet X"; Wally Kline, producer of "Skipalong Rosenbloom"; Mort Briskin and Robert Smith, producers of "The Second Woman"; Benedict Bogeaus, producer of "My Outlaw Brother"; Helen Rathvon, producer of "The Sun Sets at Dawn"; Neil Agnew and Sidney Deneau of Motion Picture Sales, which is presenting "Wicked City"; and Jack Schwartz, producer of "Korea Patrol," "Badman's Gold" and "The Hoodlum."

Many producers will be accompanied to the UA convention by their

(Continued on page 5)

1st National Convention—The New United Artists

GET SET TO LAUNCH NEW UA ERA



Seymour Peyser



B. G. Kranze



Milton Cohen



Nat Nathanson



Seward Benjamin

'Master Plan' For 'Cyrano'

CHICAGO, May 2.—Full details of a "Cyrano de Bergerac" master sales plan which will be employed during general release of the Stanley Kramer production will be revealed here to delegates at United Artists' sales convention.

As presented by Max E. Youngstein, vice-president and national director of advertising-publicity, and by Kramer Organization executives, the plan for "Cyrano" will be an extension and an expansion of the coordinated roadshow campaigns. The plan, which was formulated in a series of New York and Hollywood conferences attended by U. A. and Kramer Organization executives, envisages the following sales and promotion steps:

(1) Key situation bookings in 100 major cities for the first presentation of the picture at popular prices.

(2) These to be followed by 300 area runs within a minimum period of time after the first 100 dates, capitalizing on the saturation of the original popular price bookings.

(3) National advertising timed to appear shortly before the July 20 national release.

(4) Heavy local point-of-sale advertising and promotion campaigns in cooperation with local exhibitors.

(5) U. A. executives and members of the Kramer Organization will cover many key situations in advance of bookings to consolidate and coordinate individual campaigns.

(6) United Artists field force will cover key situations in advance of bookings to set up publicity and promotion activities extending the road show results to the broadest mass audience.

(7) A field force of the Kramer Organization will supplement the efforts of U. A.'s permanent staff concentrating on major publicity and promotion efforts 10 days in advance of the openings.

UA Product

(*Continued from page* 4)

and Kay Walsh; and "The Man From Planet X," directed by Edgar G. Ulmer.

'Blueprint for Tomorrow' Keynotes UA Meet Today

(*Continued from page* 1)

an unprecedented list of 38 productions in the first eight months of the year, representing a negative inventory of over $40,000,000.

United Artists will go into its first national sales convention since 1946 with a greatly enlarged and expanded sales organization and with promotion programs already well under way for intensive national and point-of-sales buildup for all films.

Delegates will receive a "behind-the-scenes" picture of over-all sales plans and policies as well as perfected methods of stepping up billings and collections, from Heineman, with Youngstein supplying details of the company's point-of-sales plans and preselling policy.

Figures to be released by Heineman at the convention will reveal that United Artists' "Grad Sears Sales Drive," which began April 1 and has now reached its half-way mark, "has shown a gratifyingly marked increase in company billings and collections in many exchange areas." With greatly increased product available for the balance of the two-month sales push, the UA distribution head predicts that "volume for the balance of the drive will reach the greatest UA figures in many years," the company stated.

Product and sales analysis of forthcoming films will be given to the convention by Arthur Sachson, New York representative for Robert Stillman, producer of "Queen for A Day" and "Try and Get Me," starring Lloyd Bridges, Frank Lovejoy, Richard Carlson and Kathleen Ryan; Jack Ellis, New York representative for I. G. Goldsmith, producer of "The Scarf," starring Mercedes McCambridge, John Ireland and James Barton; David (Skip) Weshner, New York representative for the Danzigers, producers of "St. Benny the Dip," starring Dick Haymes, Nina Foch and Roland Young, and also representative for S. P. Eagle whose Horizon Productions has produced "The Prowler," starring Van Heflin and Evelyn Keyes; and Arthur Kelly, New York representative for Charles Chaplin.

To Address Meet

All UA producers whose current shooting schedules permit will address the convention delegates, among them Stillman; Jules Levey, producer of "Fabiola," starring Michele Morgan, Henri Vidal and Michel Simon; Douglas Sirk, producer of "The First Legion," Charles Boyer starrer; Irving Allen, producer of the Anscocolor "New Mexico," starring Lew Ayres and Marilyn Maxwell; Ed (Archie) Gardner, producer of "The Man with My Face"; W. Lee Wilder, producer of "Three Steps North," starring Lloyd Bridges, Lea Padovani and Aldo Fabrizi; Bob Roberts, producer of "He Ran All the Way," co-starring John Garfield and Shelley Winters, and others.



Francis Winikus



Al Tamarin



Mori Krushen

Bekeris Joins United Artists

Appointment of Sam Bekeris as United Artists regional supervisor in South America, was announced here yesterday by Al Lowe, general manager of U. A.'s foreign department.

Bekeris, who will have headquarters in Buenos Aires, will handle the company's operations in Argentina, Brazil, Chile, Peru, Uruguay, Paraguay and Bolivia. The appointment marks his return to United Artists in a post similar to the one he held when he resigned in 1947 to join Eagle Lion.

At the same time, Lowe named Paul Wir, formerly Eagle Lion manager in Panama, as head of U. A.'s office in that territory, succeeding David Gould, resigned. Wir rejoins the organization after a lapse of 12 years.

Producers

(*Continued from page* 4)

New York representatives, Heineman stated. Among those who will attend are: Arthur Sachson, representative for Robert Stillman; Jack Ellis, representative for I. G. Goldsmith; David (Skip) Weshner, representing the Danzigers and also S. P. Eagle's Horizon Productions; Arthur Kelly, representative for Charles Chaplin, and Kramer Organization executives George Schaefer, Sam Katz, Myer P. Beck and George Glass.

UA Delegates

(*Continued from page* 4)

Angeles; C. Trowbridge, Salt Lake City; Ralph F. Clark, San Francisco; A. J. Sullivan, Seattle; J. A. Bachman, Atlanta; Byron Adams, Charlotte; T. E. Laird, Dallas; George Pabst, New Orleans; and from Canada, Robert Radis, Calgary; Sam Kunitzky, Montreal; S. Miller, St. John; George Heiber, Toronto; H. Wolfe, Vancouver, and A. Feinstein, Winnipeg.

UA's John Powers

John L. Powers has been named head of the sales statistics and branch operations department of United Artists, by A. E. Bollengier, UA treasurer.

1st National Convention—The New United Artists

Materials

(Continued from page 1)

come under CMP, items such as studio sets or any other special equipment used in studios or film laboratories.

The agency made public a "Class B Products list," containing just about all manufactured items. Certain items on the list are marked with an asterisk. Manufacturers of these items cannot even apply for allotments under the Controlled Materials Plan but must scrape around for what's left after CMP allotments are all out.

Manufacturers of items not marked with an asterisk must apply for allotments under CMP, and while there is no certainty they will all receive allotments the odds are they will. Most film and theatre equipment items are in the latter group.

Copies of the list and instructions for filing applications are being mailed out to every known firm in the country. CMP will become operative on July 1 and applications for controlled materials needed during the third quarter of this year must be received by NPA not later than May 31.

Items Listed

Items listed for filing applications and probable allotments include: all types of cameras and projectors, developing equipment, printing equipment, projection screens, sound recording equipment, photographic and projection lenses and prisms, theatre chairs—both wood and metal—metal cashier stands, metal display cases, plumbing fixtures, incandescent lighting fixtures, floodlights and spotlights, cash registers and coin change machines, air conditioning equipment, practically all communications and inter-communications equipment, water coolers and batteries.

On the asterisked list, for which applications will be rejected and which have to scramble for what's left, are: all types of signs and advertising displays, including advertising counter displays, lobby displays, highway markers, bulb signs, road signs, window display advertising, soda-fountain equipment, all phonograph, radio and television sets, cigarette and other merchandising machines, wooden cashier stands and display cases.

James Frank, assistant to NPA film chief Nathan D. Golden, said that today's list was not complete as far as the film industry was concerned, and that Golden's office would issue tomorrow or Friday a more detailed film list, including studio sets and other studio and laboratory items as being eligible for CMP allotments.

UJA Luncheon

(Continued from page 1)

David Bernstein (posthumously).

Jose Ferrer will join Judy Holliday and other stars at the luncheon, which is informative, not fund-raising, in nature.

Rosen and Schneider, UJA division chairmen, announced that the following also would be on the dais:

Robert Alda, Henry Bernstein, Harry Brandt, Robert K. Christenberry, Julius Collins, Alan Corelli, Anna Mary Dickey, Leopold Friedman, Herman Gelber, William J. German, Leonard Goldenson, Irving Greenfield, Leonard Gruenberg, Will Hays, Arthur Israel, Julius Joelson.

Also, Nat Lefkowitz, Arthur Mayer, Robert M. Mochrie, Charles B. Moss, Tom Murtha, Louis Nizer, Russell Nype, Quentin Reynolds, Sam Rinzler, Herman Robbins, Harry Romm, Edward Rugoff, A. W. Schwalberg, Sol A. Schwartz, Solomon Strausberg, Edward M. Warburg, Jack D. Weiler, David Weinstock, William A. White, and Robert M. Weitman.

Warner Confirms Offers Made

(Continued from page 1)

Warner. It was stated that an agreement is now being drafted and will be ready for final discussion and possible signing on Monday or shortly thereafter. Jack Warner is expected to return here from the Coast, where he has been since Sunday, for the final meetings next week.

Warners May Retire

If the Lurie deal is concluded, the three Warners will retire from the company they founded 46 years ago. Coast reports are that Jack Warner has agreed to remain in charge of the studio for an indefinite period, presumably until a successor has been chosen and has been familiarized with current operations there.

In that respect, trade rumors link the name of Louis B. Mayer, a close friend of Lurie's, with the Warner studio post. However, there appeared to be no foundation for the report other than Mayer's friendship with Lurie and his current differences with M-G-M management.

Other than confirming the reports that the sale of the Warner family stock is under consideration, Harry Warner would add only that "we are not selling control of the company."

The statement puzzled reporters momentarily, in view of the fact that the Warners have exercised as effective control over their company as they could have done had they owned 51 per cent or more of its stock. Observers pointed out, however, that technically control could not be transferred as part of the deal, even though it might be implicit in the transaction and could be exercised upon consummation of the deal.

Lurie was reported in San Francisco to have said that he plans to liquidate much of the real property involved. However, it was pointed out that such a move would require approval by a majority of the stockholders and, even if that was obtained, it would be an operation which would require considerable time to complete. Lurie has been identified with numerous large-scale real estate deals in major cities. Reportedly, he also displayed interest at one time in acquiring the RKO Theatres from Howard Hughes.

Consent Decree

In any event the consent judgment entered into by Warners with the government last year, in settlement of the Federal anti-trust suit, requires the company to divorce its theatre operations from production-distribution operations by April, 1953. The judgment is unaffected by the prospective Warner stock sale.

The divorcement order is regarded in the industry as having been the most important single factor in influencing the Warner brothers to consider retirement from the company they founded and raised to its present huge proportions.

It is recalled that the Warners made repeated efforts while negotiating a consent decree to obtain government approval for takeover and operation of the company's 475 theatres by Albert Warner. Had those efforts succeeded, it is believed that the brothers would never have considered a sale of their stock. Unable to obtain the required approval, however, a deal for the outright sale of the company in its entirety was discussed several years ago with Serge Semenenko of the First National Bank of Boston. Under that deal $80,000,000 would have been paid for the company and Si Fabian, New York theatre operator, would have headed it.

Reports current here yesterday were that Fabian may be a member of the Lurie syndicate, said to be composed of "12 to 15" individuals or institutions, among them the Trans-America Corp. and Nathan Cummings, chairman of Consolidated Grocers Corp., Chicago. The Lurie deal reportedly is being underwritten by Allen & Co., New York investment firm, which controls Colorado Fuel & Iron Corp., a former Rockefeller holding, among other companies.

Previous Deal Fails

The Semenenko-Fabian deal collapsed over the difficulties involved in bringing in the widely held stock and concurrent business uncertainties which arose at the time and affected valuations of corporate assets.

There were reports that Radio Corporation of America recently was interested in acquiring Warners, but the reports were not confirmed.

Several months ago a plan was offered to a group of Warner theatre zone managers under which they would acquire theatre operations from the company. The plan failed to materialize and its collapse was followed by the recent resignation of James Coston, Chicago-Milwaukee operator, and I. J. Hoffman, New England operator, both of whom had been veterans in the Warner theatre operational setup.

Warners Start

The Warner brothers started in business with the 90-seat Cascade Theatre in Newcastle, Pa., in 1905. Associated with them was their brother, the late Sam Warner. They soon branched out into regional film distribution and, in 1913, into production with the establishment of Warners Features.

The present Warner Bros. Pictures, Inc., was founded in 1923 to produce and distribute. It acquired its first theatre at Youngstown, O., in 1924. In 1925 it acquired the Vitagraph distributing organization, foreign operations and the name and assets of First National Pictures. In 1928 it acquired the Stanley Co. of America with approximately 200 theatres. In subsequent years the Warner circuit was more than doubled in size.

In 1947 Warners acquired Pathe News from RKO.

Warners reported net profit for its last fiscal year, ended Aug. 31, 1950, of $10,271,657. Total income for the year was $135,385,498. Current assets were listed at $60,336,554 and gross assets at $161,143,527.

Arbitration

(Continued from page 1)

more than discussion" of this and other trade practice questions at yesterday's meeting with delegates from the Southern California Theatre Owners Association and the Theatre Owners of America. "We discussed many trade problems," he said, "and there was an agreement to go into these problems very carefully with them and to consider whatever further information they might want to give us."

Before any final decision can be made, the Anti-Trust chief emphasized, the Department would want to consider carefully the effect on all segments of the industry and possibly consult other parties on the proposals.

Emphasizing that the Department wants to encourage film groups to come in and attempt to work out the new structure of the industry, Morison said the Department would have a policy of not discussing what the private groups say at such meetings.

"We want them to realize that it's just like when they go to their own lawyer—everything is treated in confidence and not used for publicity purposes," he stated. "Of course, if they want to announce anything, they're free to do so. But it won't come from us."

Lapidus to Preside At WB Sales Meet

Jules Lapidus, Warner's Eastern and Canadian division sales manager, will preside over a meeting of the company's Mid-Atlantic and Central district and branch managers in Pittsburgh tomorrow to discuss plans for summer and early fall releases.

Also attending the meeting will be Mid-Atlantic district manager Robert Smelzer and branch managers W. G. Mansell, Philadelphia, and Pete R. DeFazio, Washington; Central district manager F. D. Moore, Pittsburgh, and branch managers J. S. Abrose, Cincinnati; J. M. Wechsler, Cleveland; C. W. McKean, Indianapolis, and Jack Kalmenson, Pittsburgh.

Sullivan-NPA Talks On Illegal Building

WASHINGTON, May 2.—Gael Sullivan, executive director of the Theatre Owners of America, conferred here today with national Production Authority officials on complaints made by several TOA members against illegal theatre-building.

Sullivan, who left here this afternoon for Nashville, said he would probably return around May 20 for follow-up talks on these complaints.

Warner Heads on Tour

HARTFORD, May 2.—Warner Brothers circuit executives were in the Hartford area today on what was described as an inspection tour. In the group were Harry Kalmine, general manager; Harry Feinstein, new zone manager; I. Hoffman, retiring zone manager and Jim Bracken, zone office contact manager. The group is visiting New England zone circuit theatres.

Milwain Is Promoted

HARTFORD, May 2. — W. Gillespie Milwain, with National Theatre Supply for the past 13 years, has been appointed manager of the National Theatre Supply branch in New Haven.

Never-but NEVER before

a pre-sold picture like this!



PLUS

ALL THE PULSE-POUNDING ADVENTURE, THE BREATH-TAKING SWORDPLAY, THE THROBBING ROMANCE, THE DASHING ACTION OF FILMDOM'S GREATEST MONEYMAKERS!

NEVER BUT **NEVER**
BEFORE...NOT ONE BUT
FIVE PRE-SELLING
CAMPAIGNS RESULTING
IN THE

MOST

Newspaper Space
Radio & TV Coverage
Personal Appearances
Tie-up Advertising & Public Penetration

EVER BEFORE AMASSED
BY ANY MOTION PICTURE!

JOSE FERRER PERSONAL APPEARANCE TOUR

Millions in major key city audiences . . . in department stores . . . schools . . . colleges . . . thousands of lines of publicity. 116 *major* newspaper breaks over a concentrated 6 months!

ADVANCE MAN TOUR

Key men in each key city with advance feature stories, stills, art layouts . . . contacting every managing editor, amusement editor and book editor . . . resulting in thousands and thousands of lines of A-1 publicity space.

ROAD SHOWINGS

35 key city road show engagements . . . the ultimate in advertising, publicity, word-of-mouth excitement. $750,000 already spent in newspaper, radio and TV advertising. Result?
24th week, New York; 14th week, Chicago; 23rd week, Los Angeles; 14th week, San Francisco and a public eager for the popular-price run!

GENERAL CAMPAIGN

Over $1,000,000 worth of advertising space garnered in Life, Look, Esquire, Collier's, Redbook, This Week, Quick, Cosmopolitan, Seventeen, all fan magazines—a pre-sold audience of astronomical millions!

FOREIGN LANGUAGE PROMOTION

More than 55 newspapers and 56 magazines from coast to coast hitting every segment of America's foreign population — time and time again!

AND WHAT'S MORE...NOW
WATCH FOR A NATIONAL MAGAZINE ADVERTISING CAMPAIGN TO HIT AND HIT AGAIN AN ALREADY PRE-SOLD PUBLIC!

THE BIGGEST FIGURE IN FILM HISTORY



1951 ACADEMY AWARD WINNER
JOSE FERRER

Cyrano

de bergerac by Edmond Rostand

FOR THE FIRST TIME AT POPULAR PRICES

JOSE FERRER *Cyrano de Bergerac*
co-starring
MALA POWERS with William Prince • Morris Carnovsky • Ralph Clanton • Produced by Stanley Kramer • Directed by Michael Gordon • Screenplay by Carl Foreman • Asso. Producer George Glass • Music by Dimitri Tiomkin • Released by United Artists

FOR THE BIGGEST BOXOFFICE FIGURES OF THE YEAR!

Proudly thru **UA!**

FLASH!

NEW YORK OPENING

VICTORIA THEATRE

MAY 30th

FOLLOWING

"BORN YESTERDAY"

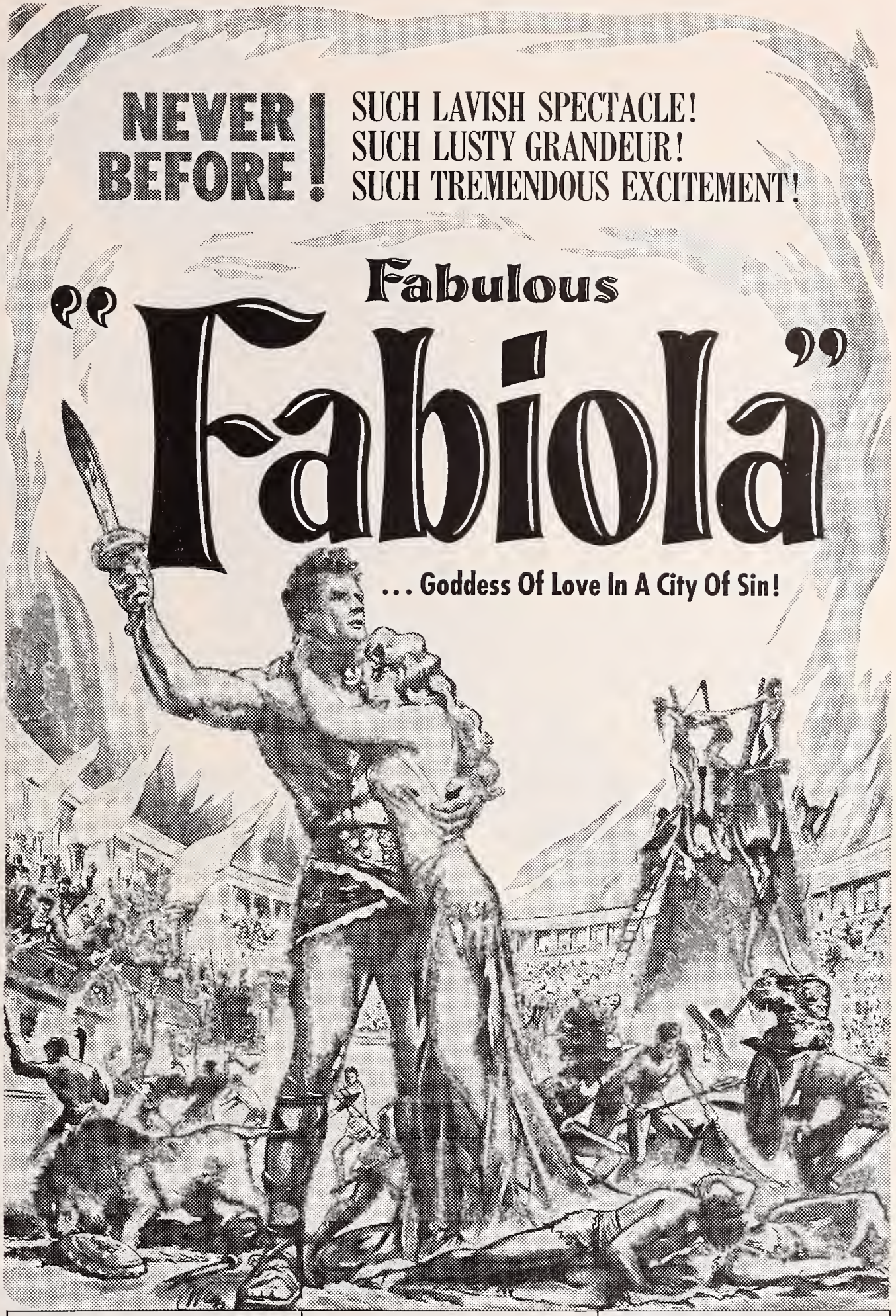
NEVER BEFORE!

SUCH LAVISH SPECTACLE!
SUCH LUSTY GRANDEUR!
SUCH TREMENDOUS EXCITEMENT!

Fabulous

"Fabiola"

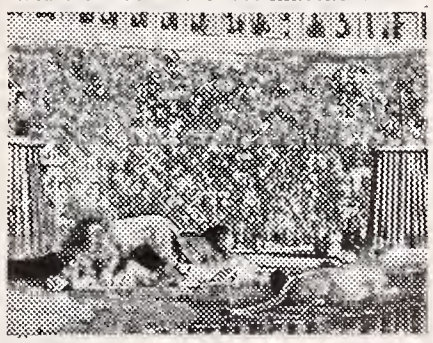
... Goddess Of Love In A City Of Sin!



SEE The splendid pageantry, the lusty grandeur—of wicked, sinful, pagan Rome.



SEE Ferocious beasts attack human sacrifices . . . in the world's most merciless massacre!



SEE Giant gladiators fight to the death . . . in the screen's most savage scenes of mortal combat!



Jules Levey presents **"FABIOLA"** starring MICHELE MORGAN · HENRI VIDAL · MICHEL SIMON

Screenplay & Directed by Alessandro Blasetti · English Language Adaptation by Marc Connelly & Fred Pressburger

Based on the novel "Fabiola" by Nicholas Wiseman · RELEASED THRU UNITED ARTISTS



LLOYD BRIDGES · LEA PADOVANI

co-starring

ALDO FABRIZI in

"THREE STEPS NORTH"

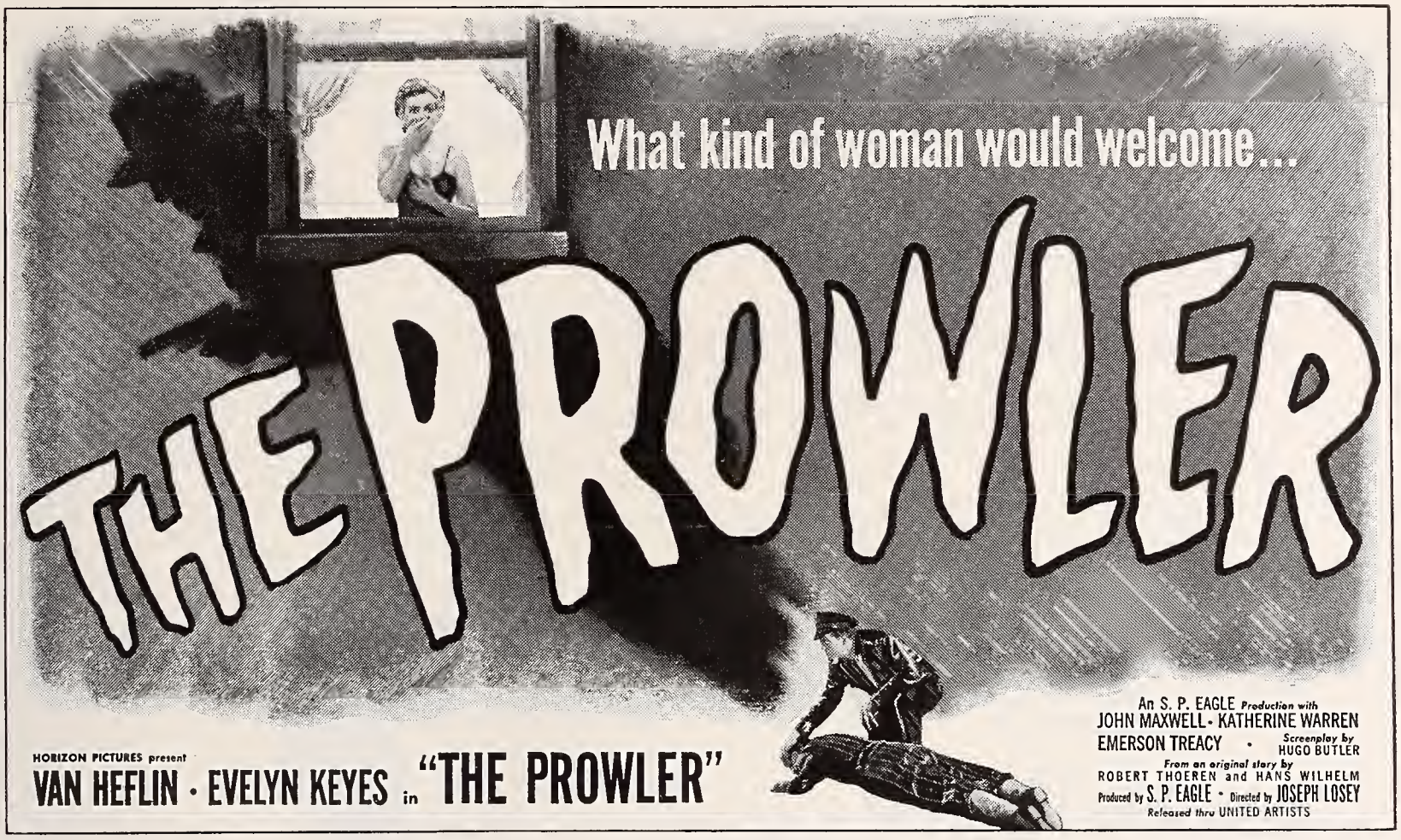
Screenplay by LESTER FULLER

From a story by ROBERT HARARI

PRODUCED AND DIRECTED BY

W. LEE WILDER

Released thru **UA**



TO SMASH OUT THOSE SOCK GROSSES

Watch out
for
"THE
PROWLER"!

ADVENTURE
to lift your pulse in drumbeats . . .

SUSPENSE
to leave you gasping . . .



Released thru **UA**

CONGRATULATIONS UNITED ARTISTS

WE ARE HAPPY
TO HAVE OUR PICTURE

"HE RAN ALL THE WAY"

STARRING

JOHN GARFIELD

AND

SHELLEY WINTERS

RELEASED UNDER YOUR BANNER

Roberts Pictures



MONROE GREENTHAL CO. Inc.
ADVERTISING
NEW YORK • LOS ANGELES

UNITED ARTISTS releases,

these many years, have been

Peerless-Treated

to stabilize moisture content, resist scratches and ease projection.

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Thank-You and Good Luck to the New U.A.

Signed

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165 WEST 46th STREET, NEW YORK 19, N. Y. • PL 7-3630
959 SEWARD ST., HOLLYWOOD 38, CAL. • GRANITE 9223

Reviews

"Along the Great Divide"

(Warner Brothers)

AS AN outdoor adventure drama, "Along the Great Divide" merits praise for avoiding to a large extent, the stereotypes of its category. It is the story of a duty-bound U S. marshal who is determined to bring in his prisoner despite contrary intentions of a band of would-be lynchers. A persuasive cast, headed by Kirk Douglas and Virginia Mayo, is supported handsomely by scenic backgrounds and authentic atmosphere.

The picture largely is a study in flight and pursuit with most of the action taking place over Southwestern desertland. Walter Brennan is the man accused of murder and in a spirited scene Douglas rescues him from the very noose of the lynchers. Then, with his two aides, Douglas sets out over a long stretch of territory to bring Brennan back to Santa Loma for trial. En route, Brennan's daughter, Miss Mayo joins the trek.

The excitement in the screenplay by Walter Doniger and Lewis Meltzer stems from the whoop-de-doo stirred up by Morris Ankrum and his men. Ankrum believes that his son was killed by Brennan and he is out for revenge. Across the parched desert he pursues the group en route to Santa Loma, with gunplay punctuating the frequent contact between pursued and pursuing. The screenplay is further rounded out by a formula romance between Douglas and Miss Mayo.

Once Douglas gets his man to town he turns sleuth, discovers the real culprit, and paves the way for the happy ending. Anthony Veiller produced and Raoul Walsh directed.

Running time, 88 minutes. General audience classification. Release date, June 2.

M. H.

"Best of the Badmen"

(RKO Pictures)

A BRIEF foreword describes what transpires in this film as "a forgotten chapter in the violent history of the West." This may well be; but even if the story's historic authenticity were questioned, there can be no doubt on one other point, namely, that the promise of excitement in the words of introduction is amply fulfilled.

This is indeed a robust number, cut from a standard pattern and bedecked with a sturdy cast. Moreover, all of the action, centering around an episode in the exploits of the James boys and the Younger brothers, is resplendently dressed in Technicolor, reputedly an important consideration in any calculation of a Western's box-office possibilities.

Robert Ryan, Claire Trevor, Jack Buetel and Robert Preston are accorded star billing, while supporting roles are filled by such reliables as Walter Brennan, Bruce Cabot, John Archer, Lawrence Tierney and Barton MacLane. Amid the clatter of gunplay and galloping hooves are related the circumstances which forced Ryan, a former Union officer, to join the outlaw Jameses, Youngers, and other onetime members of Quantrell's infamous Confederate raiders. Into the plot is woven a strand of romance, the principals here being Ryan and Miss Trevor, estranged wife of arch-villain Preston. William D. Russell directed from a Robert Hardy Andrews-John Twist screenplay which places a heavy burden on credulity but nevertheless should carry a solid entertainment wallop for the devotees of action fare. Herman Schlom produced.

Running time, 84 minutes. General audience classification. Release date, May 12.

CHARLES L. FRANKE

Chenoweth to Head 18-Theatre District

SAN FRANCISCO, May 2.—Walter Chenoweth, former manager of the Coronet Theatre here, has been appointed district manager of Golden State Theatres' 18 houses in the East Bay division, by C. V. Taylor, general manager.

San Francisco Theatres announced that Albert Levin, formerly manager of the Alexandria, will replace Chenoweth at the Coronet, with Edward Scheelin taking over Albert Levin's post.

GPE Quarterly Net Rises to $167,882

General Precision Equipment Corp. reports consolidated net income for the first quarter of 1951 amounted to $167,882, equal to 28 cents per common share, compared with a consolidated net loss of $61,327 in the corresponding period of 1950. Consolidated net sales of $7,170,595 for the three months ended March 31, 1951 were reported, compared with consolidated net sales of $4,987,846 for the quarter ending March 31, 1950.



Allied Unit Has A Plan for Insurance

Indianapolis, May 2.—Directors of Allied Theater Owners of Indiana are studying a plan whereby all types of insurance needed for theater operation would be made available to members through the Association. Group rates would result in reduced premiums for the exhibitor and at the same time provide the Allied unit with an additional source of revenue, proponents of the plan say. Members are now being sounded out on their willingness to participate.

Legion Reviews 25; Rates One as 'C'

Twenty-five additional pictures have been reviewed by the National Legion of Decency, with one, Beverly Pictures' "White Cargo," receiving a Class "C" rating. In Class A-I are Warner Brothers' "Along the Great Divide" and "I Was A Communist for the FBI," United Artists' "Man from Planet X," Lippert Productions' "Stop That Cab," Eagle Lion Classics' "Badman's Gold" and "When I Grow Up," Republic's "Heart of the Rockies," RKO Pictures' "Kon Tiki," Monogram's "Man from Sonora" and Columbia's "Texans Never Cry."

In Class A-II are United Artists' "The First Legion," London Films' "Happiest Days of Your Life," M-G-M's "Headline Story," Universal-International's "Hollywood Story," Bell Pictures' "The Sin of Esther Waters," Classic Pictures' "Atrocities at Fort Santiago," Warner Brothers' "Goodbye My Fancy," Lopert's "Odette," and Universal-International's "The Prince Was A Thief." In Class "B" are M-G-M's "Pandora and the Flying Dutchman," 20th-Fox's "Follow the Sun," Monogram's "Gypsy Fury" and United Artists' "He Ran All the Way" and "The Prowler."

Billingsley, IATSE Vice-President, 61

SAN FRANCISCO, May 2.—Floyd M. Billingsley, 61, third vice-president of the IATSE, died today following an operation in San Francisco, his home city.

A native of Texas, Billingsley became a projectionists at Austin in 1906 and came to the Coast a few years later. He joined San Francisco Local No. 162 and had been its business agent almost continuously since 1929. He became an International vice-president in 1931. He had been a delegate to the San Francisco Central Labor Council for the past 17 years.

Para. Aims Films

(*Continued from page* 1)

productions is being sought throughout the country on Armed Services Day to enable both Paramount and the exhibitor to realize the full box-office potential of these films.

A special newsreel clip paying tribute to the nation's Armed Services has been prepared by Paramount and will be issued on May 19.

Scores TOA

(*Continued from page* 1)

of Independent Theatre Owners. In a signed article dealing with the subject, H. V. (Rotus) Harvey, PCCITO board chairman, urges PCCITO members to pay their COMPO dues as soon as possible.

"Let's get COMPO going, with or without TOA," Harvey writes. "Let us all pay our COMPO dues so they will have money with which to operate. COMPO is good, it is necessary for the good of all. Don't wait to be asked, send COMPO 1/10th of one per cent of your 1950 feature film rental. Do it today; the distributors will match your contribution dollar for dollar."

Harvey reminds that several TOA units have ratified their participation in COMPO and that the national TOA recently signified its approval of the new COMPO by-laws. He describes "the situation" as somewhat improved as a result. Then Harvey asks: "The leaders of most TOA units claim they all want COMPO, so what is the real story behind this double-talk? Is TOA afraid COMPO will supplant it? What kind of exhibitor leaders are those who attend an executive board meeting and cannot speak for their units?"

TOA Convention

(*Continued from page* 1)

and will continue until noon, Sept. 27, when the ballroom must be cleared for the annual President's banquet. The committee announced that 30 booths have already been reserved by equipment and concession manufacturers. Special registrations are available for theatremen and managers from the area surrounding New York who wish to visit the exhibit.

An elaborate entertainment program for the visiting theatremen, expected to number almost 1,000, is being prepared by the committee. A highlight will be a moonlight cruise on the Hudson River on Sept. 25.

The complete committee named by Fabian includes: George P. Skouras, finance officer; Walter Reade, Jr., vice-chairman; Chick Lewis, assistant general chairman; Philip Harling, convention coordinator; and Winifred Cutler, convention secretary.

Also, Adam Adams, Harry Brandt, Robert Dowling, Russell Downing, Edward Fabian, Ted Gamble, Leonard Goldenson, Harry Kalmine, Maurice Miller, J. J. O'Leary, Samuel Rinzler, Samuel Rosen, Edward Rugoff, Fred Schwartz, Sol Schwartz, Sol Strausberg, Joe Vogel, Frank Walker, and Robert Weitman. Representing TOA and serving as ex-officio members of the committee will be Gael Sullivan, executive director, and Herman Levy, general counsel.

Edwin L. Marin, Veteran Producer

HOLLYWOOD, May 2. — Edwin L. Marin, under a long-term contract with Warner Brothers as a director, died today in Cedars of Lebanon Hospital after a three weeks illness. His widow, three children and a brother survive.

The veteran director, who entered the industry in 1919, had to his credit such films as "Paris Calling," "Miss Annie Roonie," and "Johny Angel."

Congratulations

U.A.

Conventioneers... On Your New Set-up!

•

ARTHUR KRIM
ROBERT BENJAMIN
BILL HEINEMAN
MAX YOUNGSTEIN
MATTY FOX

•

With this backing, the best and most profitable years of your lives lie ahead.

Buchanan & Co., as always, is continuously at your service with the best advertising and merchandising available.

We are rooting for you conventioneers and all of U.A. You are a sure-fire winning team.

Buchanan & Company, Inc.

ADVERTISING

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

UA

We Salute You!

Another brilliant chapter in motion picture history is being written . . . as the *leaders* of the new, UNITED ARTISTS CORPORATION, convene with their able associates . . . to map the strategy of their efforts . . . the foundation of their future accomplishments.

The enthusiastic acclaim of the entire industry transcends normal rivalries and competition . . . in giving genuine support to the brilliant young leadership of this old organization.

As they survey their horizons . . . we at National Screen Service . . . send them assurance of our good wishes . . . and our confidence in their ultimate success.

The Prize Baby



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 87 NEW YORK, U. S. A., FRIDAY, MAY 4, 1951 TEN CENTS

Sees Industry Benefitting From New U.A.

Convention Told About Confidence for Future

CHICAGO, May 3.—A greatly strengthened United Artists means a greatly strengthened motion picture industry, delegates to UA's sales convention were told here today.

Boundless confidence in the future of UA and the advantages which the industry as a whole will derive from the revitalized and greatly expanded distribution company were expressed at the opening of UA's "Blueprint for Tomorrow" convention at the Blackstone Hotel, by Arthur B. Krim, company president; William J. Heineman, sales vice-president, and Max E. Youngstein, vice-president and national director of advertising-publicity.

In his opening address, Krim stated:

"The future of United Artists and its right to bear the title of 'Tiffany of the industry' is now assured. With the acquisition of the Eagle-Lion inventory of pictures we have suc-

(*Continued on page 5*)

Safron Named UA District Manager

CHICAGO, May 3.—Jerome Safron has been named United Artists district manager in charge of the territory comprising Boston, New Haven, Philadelphia, Washington and Pittsburgh, delegates to UA's national sales convention were told here today by William J. Heineman, company vice-president in charge of distribution.

$599,000 of 'U's' Bonds Retired

Washington, May 3. — The retirement of $599,000 of its 3¾ per cent sinking fund debentures to satisfy the requirements of Sept. 1, 1952 and March 1, 1953 was reported to the Securities and Exchange Commission here today by Universal Pictures.

After the above retirement, the company had left a balance of $259,000 of such bonds in its treasury as of last April 30.

Would Sell W. B. Theatres Locally, Not As a Group

Lurie Deal Not to Affect Production

Production will continue uninterrupted at the Warner studios if the Louis R. Lurie syndicate's deal for purchase of the Warner brothers' stock is consummated, a member of the syndicate said yesterday.

"There is no thought of discontinuing or selling the production-distribution company," the spokesman said. "We are required by the consent decree to dispose of the theatres and it is our plan to do so."

If the deal for acquisition of the Warner brothers' stock holdings in the company they head is consummated next week, the divorcement of Warner theatres will be effected by piecemeal, local sales of properties under the personal direction of Louis R. Lurie, San Francisco realtor and financier, who heads the negotiating syndicate, a member of the group told MOTION PICTURE DAILY yesterday.

"We will be subject to the Warner consent decree exactly as the company is now," this source said. "We will proceed with the divorcement of theatre operations, as required by that decree, but instead of selling the theatre properties in a lump, we will sell them locally and, where advisable, individually.

"We believe there are greater profits in that method than in selling the stock of a company which controls 436 theatres, and we don't intend to let others reap those profits. The local selling will be handled by Lurie."

Lurie is a recognized authority in realty values and has been involved

(*Continued on page 5*)

Myers Opposes U.S. Trust Law Changes Before House Unit

WASHINGTON, May 3. — Federal anti-trust law provisions for private treble damage suits "should not be lightly changed, modified or impaired," Abram F. Myers, general counsel of Allied States Association, warned Congress today.

Myers appeared before a House Judiciary sub-committee in connection with a pending bill to set up a uniform six-year Federal statute of limitations on private anti-trust suits. Testifying at the request of sub-committee chairman Celler (D., N. Y.),

(*Continued on page 4*)

$63-Million Damages Are Sought by Shor

CINCINNATI, May 3. — Examination of the papers filed here yesterday by S. and S. Amusement Corp., headed by Ruben Shor, against 17 distributors, circuits and exhibitors, charging first-run conspiracy and monopoly in restraint of trade, discloses that Shor seeks total damages of $63,750,000.

Shor, operator of the Twin Drive-in, filed suit in U. S. District Court through attorneys Jerome and Robert A. Goldman, for $3,750,000 individually and collectively against Loew's, Warner Distributing Corp., Warner Brothers Pictures, RKO Radio, Universal Pictures, Universal Film Exchanges, United Artists, Paramount Pictures, Paramount Distributing Corp., Columbia, Radio-Keith-Orpheum, RKO Mid-

(*Continued on page 4*)

Dietrich Here on Finances for RKO

Details of financing for RKO Pictures are being discussed here by Noah Dietrich, board chairman, and representatives of Bankers Trust, it was learned yesterday. Dietrich, who arrived here from the Coast on Wednesday, said that he expected to finalize the financing arrangement today or tomorrow when Ned E. Depinet, RKO president, returns from conferences at the studio.

UJA Achievements Cited at Luncheon

The needs and achievements of the United Jewish Appeal were enunciated to the industry at a luncheon sponsored by the amusement division at the Hotel Astor here yesterday. On the occasion past and present chairmen of the division were presented with scrolls by Edward M. Warburg, general chairman of the national UJA.

Samuel Rosen, present division chairman, introduced Quentin Reynolds who was toastmaster. Louis Nizer, industry attorney and main speaker, discussed conditions in Israel today.

Those who received scrolls yesterday were Barney Balaban, S. H. Fabian, Rosen and David Bernstein, (posthumously). Others, (who could

(*Continued on page 4*)

Syndicate Is Confident of Warner Deal

Small Group Originated Bid for 25% Interest

Optimism that the tentative agreement reached with Harry M., Jack L. and Albert Warner to purchase the entire Warner stock holdings in the company which bears their name will be consummated at next week's meetings here was expressed yesterday by members of the bidding syndicate.



Louis Lurie

The group involved in the purchase, and which put the deal together, consists at the moment of only Louis R. Lurie, San Francisco financier and realtor;

(*Continued on page 5*)

No L. B. Mayer Deal Discussed: Lurie

SAN FRANCISCO, May 3.—No deal has been discussed for Louis B. Mayer to head production at Warners in the event the Louis R. Lurie syndicate's bid for the Warner family stock is consummated, Lurie said here today.

Mayer's name had been associated with the post because he is a close

(*Continued on page 4*)

W.B. Deal Needs OK Of SEC and D of J

The approval of both the Securities and Exchange Commission and the Department of Justice will be required in the event the Louis R. Lurie syndicate is successful in closing its deal next week for purchase of the 25 per cent stock interest in Warner Brothers Pictures from the founding family because of a possible bearing on the consent decree entered into by the company last year.

Personal Mention

W. RAY JOHNSTON, chairman of the board of Monogram Pictures, was in Atlanta from Florida visiting ARTHUR C. BROMBERG, Monogram's head of Southern exchanges, en route to New York.

•

LAURA WEBER, 13, daughter of LOUIS WEBER, an attorney for Skouras Theatres here, will make her 200th TV appearance tonight in "The Happy Journey" on WJZ-TV.

•

MICHAEL EDELSTEIN, RKO Theatres division manager in New York, is due to leave here today with his wife for a Miami Beach vacation.

•

DAN S. TERRELL, head of M-G-M's field press representatives, left here by plane yesterday for Washington.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, is due to return here today from Boston.

•

ED GRAINGER, RKO Pictures producer, is due to return to Hollywood today from New York.

•

ROBERT SIODMAK, director, is due to leave here tomorrow aboard the *S. S. Ile de France* for Europe.

•

EZRA STERN, Los Angeles attorney, is here from the Coast.

Pledges Roll in for 'Schwalberg Drive'

The entire New York branch will visit Paramount Film Distributing Corp. president A. W. Schwalberg today in his office here to personally vow their determination to make the "Salute to Schwalberg" sales drive, scheduled for July and August, the most successful in the company's history. In addition to the visit there were many messages and pledges of cooperation from branches all over the U. S. and Canada.

Washer an Aide to Farnol on 'PR' Plan

Ben Washer, veteran industry publicist, will work with the Lynn Farnol organization here in its publicity service for the joint public relations committee of Greater New York exhibitors in their cooperative business-building drive for this area. Washer will be a consultant on newspaper and magazine relations.

Martha Lucas will work on radio and audience-promotion projects.

Para. Short Wins Freedom Award

A Paramount short subject, "Young Doctor Sam," was awarded third place prize in the field of 35mm motion pictures by the Freedom Foundation, Inc., in ceremonies held here yesterday at Columbia University. It was written, directed and produced by Justin Herman, who with Oscar A. Morgan, sales manager of short subjects and Paramount News, accepted the award.

Governor Fine Pays High Tribute to Variety Clubs, Sets "Variety Week"

Philadelphia, May 3.—Pennsylvania's Governor John S. Fine today set the week starting Sunday as "Variety Clubs International Week," during which Variety International will hold its annual convention at Philadelphia, starting Wednesday. Governor Fine's proclamation follows:

"Since its founding in Pittsburgh in 1928, the Variety Club, the showmen's organization, has grown in scope and in service to the under-privileged. Today, the Club, with 37 units in the United States, Great Britain, Canada and Mexico, is international, its deeds of great magnitude.

"Although the interests and activities of Variety Clubs International are many and varied the main purpose of this association of showmen is the support and maintenance of worthy charitable projects, the value of the high ideals and accomplishments of Variety International is widely recognized.

"The Commonwealth of Pennsylvania is honored that the Variety Clubs International returns to the state of its inception to hold its 15th annual convention, May 9-12, in Philadelphia. All Pennsylvanians are urged to observe the week of May 6 as 'Variety Clubs International Week'."

Sees No Relaxation Of Safety Standards

The complete changeover to 35mm. safety stock will bring no relaxation of the present standards of safety in projection rooms, the Society of Motion Picture and Television Engineers was told here yesterday by Samuel R. Todd, head of the motion picture projection section of the Chicago Board of Examiners.

Speaking at the afternoon session of the Society's 69th semi-annual convention at the Hotel Statler, Todd said that the widespread introduction of safety stock has removed the single greatest hazard in theatres, but he said that exhibitors in general are agreed that the present fire-proof rooms are still advisable. Any fire, even with the slow-burning acetate film, can be immediately isolated, he said, with a consequent protection against panic in the audience or against further spread of the fire.

Theatre TV

Todd also spoke on adequate preventive methods needed in television studios where film is used and spoke of the new problems raised by theatre TV installations. The chief hazard in the direct-projection TV system, such as RCA's, lies in the tremendous voltage used, he said. With a transformer providing up to 80,000 volts, Todd warned that the greatest precautions are needed. A three-way switch effectively protects the operator, he said.

(Informed of Todd's remarks yesterday, Richard Hodgson, Paramount's TV technical director, pointed out that no installation of the Paramount equipment has failed to meet local safety standards and that its operation has never been halted by local authorities, including those in Chicago. He said that the equipment is designed so that film is at all time in closed containers or passing through enclosed chutes.)

Other topics dealt with at yesterday's SMPTE convention included high speed photography.

Freeman Topped Para. Salary List

Y. Frank Freeman, Paramount Pictures vice-president and studio chief, last year was the highest paid of the company's present officers, having received remuneration of $132,000, according to a report released yesterday supplementary to the recent financial statement which indicated the company's profit for 1950 as $6,565,041.

The only officer to receive higher remuneration was Henry Ginsberg, former vice-president and studio chief, whose employment was terminated last July 15. Ginsberg received $193,000 for the year, of which $145,000 was paid as compensation to July 15, under an employment contract dated Nov. 24, 1944. The pact provided that his employment under it should continue until Nov. 24, 1951, but in consideration of the premature termination the company agreed to pay Ginsberg $305,000 in installments, of which $48,000 was paid last year.

Other Officers

Other Paramount officers' remunerations last year were as follows: Barney Balaban, president, $105,000 plus an expense allowance of $20,800; Austin C. Keough, vice-president and secretary, $91,000; Fred Mohrhardt, treasurer, $44,200; Paul Raibourn, vice-president, $34,950, plus an expense allowance of $7,800; George Weltner, president of Paramount International, $51,900, plus an expense allowance of $2,600; Adolph Zukor, board chairman, $78,000.

All Paramount directors and officers as a group received $951,850 compensation last year.

Last year Simpson, Thacher and Bartlett, New York law firm, received from the company $100,000 for legal services, it was reported.

Walter Gould's First

"Native Son," the motion picture based on the novel by Richard Wright, will be Walter Gould's first venture in the presentation of films. Until two years ago, he was chief of foreign distribution for United Artists.

Issues Final Film List Under CMP

WASHINGTON, May 3.—Nathan D. Golden, director of the National Production Authority's motion picture division, today issued a more complete, final list of film items which will probably come under the Controlled Materials Plan.

Items are as follows:

Blueprinting and Van Dyke equipment, still cameras, developing and printing equipment, enlargers, lighting equipment and accessories, microfilming equipment, photocopying equipment, all materials for production and processing of films, all photographic chemicals, all prisms and lenses, spools, reels and cans and other metal items used for film, aluminum foil for paper packaging, attraction letter faces for marquee, all motion picture cameras and projectors, projecting carbons, projector bases and pedestals, lamphouses, sound reproducing equipment, screens, ticket chopper and ticket issuing machines, sound recording equipment, power supply converting devices, and other parts, attachments, accessories and miscellaneous equipment.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR
"FATHER'S LITTLE DIVIDEND"
A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

Academy Award Winner.. "Year's Best Actress"!
19th record week!
Victoria B'way & 46th St.
JUDY HOLLIDAY in BORN YESTERDAY
A Columbia Picture

ROBERT MITCHUM · AVA GARDNER
MELVYN DOUGLAS in MY FORBIDDEN PAST
An RKO Radio Picture
in person FRANK SINATRA
EILEEN BARTON
JOE BUSHKIN and ORCH
TIM HERBERT & DON SAXON
EXTRA DAGMAR
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

WHAT IS THE THING?
HOWARD HAWKS' Production
"THE THING"
from Another World
•
NOW!
CRITERION Bway & 45th St.
50c to Noon Mon. to Fri. (Exc. Hols.)

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God Bless the Women!

Of Local Origin *

What is considered proof of the "film industry's claim that there is no shortage of good movies," was presented in a report of the motion picture preview committee of the General Federation of Women's Clubs, which recommended 122 films released during the last ten months. Forty-one of the 122 pictures received the committee's double-star rating, denoting pictures of exceptional merit and single stars were given to an additional thirty-seven films.

"That 122 films have met with the committee's high critical standards," the announcement stated, "indicates that an average of twelve movies shown on American screens each month were worth seeing—and that at least seven of these twelve were well worth seeing." The General Federation of Women's Clubs' preview committee, recommends films for its membership which numbers 11,000,000

Leave it to the Women to know a good thing when they see it. Whether it be shopping for marmalade, men's shirts or movies, they are blessed with a special instinct that drives them straight to the very best merchandise—the best bargains on the market.

For instance, the motion picture preview committee of the General Federation of Women's Clubs, representing 11,000,000 members, has just selected for commendation 122 films released during the past ten months—***that's 12 pictures each month.***

We thank them for bringing these notable motion pictures to the attention of the country, for we have shown or will show the great majority of them in our own theatres throughout the nation.

In their rating of these many movies, women of the country merely display the common sense so characteristic of their sex. And even more basic is their recognition of how important it is to get out of the home and relax with the entire family at a movie . . . to leave the cares of the household and the world behind.

For our part, we promise that we won't leave a stone unturned to keep on making moviegoing better than ever in our friendly, well-staffed, well-run theatres.

Once again, Ladies, thank you most sincerely!

UNITED PARAMOUNT THEATRES, INC.
1501 BROADWAY · NEW YORK 18. N. Y.

Leonard H. Goldenson
President

**List of pictures available upon request.*

AN INDUSTRY SERVICE...
...BY UNITED PARAMOUNT THEATRES!

This 600 line advertisement appeared yesterday in N. Y. C., and today in Los Angeles newspapers.

If and when COMPO is organized and supported the way it should be, this is the kind of industry function it could render...

For the convenience of other exhibitors who may desire to use this ad locally, we are making mats available upon request to Mr. S. Asaro, United Paramount Theatres, Inc. 1501 Broadway, New York 18, New York.

Hold Further Talks On 20th-Fox Decree

Washington, May 3.—Justice Department and 20th Century-Fox officials had further consent decree talks here today. They are working against a May 10 deadline for final agreement on their decree.

Myers Opposes

(*Continued from page* 1)

Myers specifically opposed suggestions made earlier by Kenneth Royall, attorney for the Motion Picture Association of America, that the six-years be reduced to three years and that judges be given the power to award actual damages or any amount up to treble damages, rather than being required to award treble damages as at present.

Seeks to Refute

Much of Myers' statement was devoted to an attempt to refute Royall's argument that the producers and distributors were acting all along in a way they believed to be lawful, and that many of their acts and practices had specifically been sanctioned by the courts, the Department of Justice and the Federal Trade Commission.

The Allied official finished reading only 20 pages of his 30-page statement today, and will return to finish his testimony sometime next month. The committee session had to break up early so that members could vote on the House floor, and when members indicated they wanted to hear the rest of his statement and ask questions, Myers pointed out that he is slated to leave town this weekend for two to three weeks.

In the audience were Sidney Schreiber, Jack Bryson and Cecil Dickson of MPAA.

"I shall point out," Myers declared, "first, that the acts and practices condemned by the Supreme Court constituted such unmistakable restraints of trade that it seems incredible that anyone could have thought them innocent; and second, that prior to the filing of the main government trust suit in 1938, and almost constantly ever since, those acts and practices were under attack in the courts, in Congress and by various public agencies, including the Justice Department and the FTC."

Treble-damage Issue

Myers said the treble-damage provision was "not intended merely to provide a windfall to fortunate litigants, but was intended as a mighty deterrent against violations of the law."

"I deeply sympathize with the film companies in the predicament in which they now find themselves, even though as a representative of independent exhibitors I may have contributed toward bringing it about," Myers said. "But I cannot find in the record of this hearing, so far as I have seen it, any justification for changing or materially weakening the enforcement provision of the anti-trust laws."

Myers defended the right of former Justice Department employes to appear for plaintiffs in these cases—a practice questioned by Royall.

The Committee should not be overimpressed by figures concerning the total amounts claimed in pending cases, Myers also said. He pointed out that lawyers seldom use restraint in alleging damages, and stated that the more meaningful figure would be the damages actually awarded.

Trade Showings
WEDNESDAY, MAY 9
WARNER BROS.'
"FORT WORTH"
color by TECHNICOLOR
DALLAS 20th Century-Fox Screening Room • 1803 Wood St. • 1:00 P.M.
MEMPHIS 20th Century-Fox Screening Room • 151 Vance Ave. • 2:00 P.M.
OKLAHOMA 20th Century-Fox Screening Rm. • 10 North Lee St. • 1:30 P.M.

Review

"Fabiola"

(*Jules Levey-United Artists*)

THE Historic struggles of early Christians in Pagan Rome are recounted in "Fabiola." Opulent is the word for this Italian-made production. Against sweeping backgrounds, a cast of thousands surge and struggle. The more spectacular sequences offer imaginative exploitation angles. There is pageantry and poverty presented in striking contrast. Seen are gladiators in mortal combat in the arena, ferocious beasts devouring human sacrifices and bonfires of human victims.

The picture is visually exciting and thematically engrossing. There are some minor defects. Obviously the picture had to be boiled down from the original to its present running time of 96 minutes. As a consequence some of the transitions seem abrupt. Occasionally the dubbed-in voices have a stilted tone. Anyway, it should do well at the boxoffice.

The picture's mood is set by the decision of Constantine I to free the slaves and accept Christianity, and the bitter opposition of certain elements to this move. To keep abreast of developments, the emperor sends a gladiator, Henry Vidal, to Rome as his agent. Vidal is to report to a senator who is to act as liaison.

Amid the fanfare and furore there has been woven into Alessandro Blasetti's screenplay a love interest involving Vidal and Michele Morgan, daughter of the senator. As the story develops the senator is killed and circumstances are manipulated so that the Christians are blamed. There follow escapes to the catacombs and massacres. There also follows a misunderstanding between the two lovers, Miss Michele thinking Vidal has gone into the camp of the scheming politicians. A series of dramatic complications ensue, culminating in Miss Michele's conversion to Christianity. The picture's finale is a huge orgy in which Christians are devoured in the arena. Vidal, keeping his pledge not to use arms, faces his gladiator opponents in the arena with the pointed end of his spear snapped off. The fortunate entrance of Constantine into Rome saves Vidal's life and puts an end to the butchery.

This Jules Levey presentation was directed by Blasetti and was based on the novel by Nicholas Wiseman. Marc Connelly and Fred Pressburger did the English language adaptation.

Running time, 96 minutes. General audience classification. Release date, June 1.

MANDEL HERBSTMAN

$63-Million Damages

(*Continued from page* 1)

west Corp., Cino Theatres Co., Greater Cincinnati Theatres, Southern Ohio Theatres, Maurice White and Robert J. Libson.

In addition to damages, the plaintiff seeks a permanent injunction to prohibit the defendants from entering into any agreement that would prevent his obtaining first-run product for the 2,000-car Twin Drive-in, the only outdoor theatre within local city limits.

Petition States

"Subsequent to Feb. 1, 1950, and continuing to the present time, the distributor-defendants and most other major distributors, by agreement with the exhibitor-defendants, have granted seven downtown theatres a monopoly on first-run product and first subsequent-runs without the proper clearances," the petition sets forth.

Recently, 20th Century-Fox, began selling first-run product away from the Capitol and Keith theatres, Libson-White operations, in favor of the Twin Drive-in, three local neighborhoods and the Madison, at nearby Covington, Ky., plus the Cox, a Shubert unit.

2 New Chicago Trust Suits Total $1,440,000

CHICAGO, May 3.—Seymour Simon, local attorney, yesterday filed a $540,000 anti-trust suit in Federal district court here on behalf of Star-and-Garter Theatre, of this city, and George Topper against Loew's, RKO, 20th Century-Fox, Warner Brothers Pictures, Warner Theatres, Paramount Pictures, Universal, United Artists and Balaban and Katz.

For the period between July 11, 1936 and July 1, 1946, the complaint charges that the Star-and-Garter could not run pictures until the 26th week of general release, 241 days after the first Chicago run period.

In addition, it was announced that an anti-trust suit will be filed against Balaban and Katz and the major film companies tomorrow morning in Federal district court on behalf of the Commodore Theatre, of this city, and Nathan Gumbiner for alleged damages in excess of $300,000 between January 1, 1937, and April 1, 1951. The plaintiff is asking triple damages of $900,000. Simon and Orlikoff are attorneys for the plaintiff.

Court Holds F & M, Para. L.A. Deal Valid

HOLLYWOOD, May 3.—The four-year-old litigation between Fanchon & Marco and Paramount Pictures concerning the former's franchise to possess and operate the downtown Los Angels Paramount Theatre came to a head today when Federal Judge Harry Westover ruled that the franchise agreement entered into August 31, 1931, is valid.

The decision negates a $600,000 damage action instituted by Paramount after ordering F & M to yield possession of the Paramount Theatre and vacate the premises. It also clears the way for F & M to launch five counter-suits, aggregating $250,000, which Marco Wolff said will be started immediately.

Judge Westover said the New York Federal court ruling dated December 1, 1946, on which the Paramount suit was based, and which limited certain franchises to one year, does not apply because the word "exclusive" does not appear in the F & M-Paramount contract. Trade opinion expressed locally on today's decision is that it may affect similar contracts elsewhere in the industry.

NEWS in Brief . . .

WASHINGTON, May 3.—Claire Phillips, author of "Manila Espionage," on which is based Allied Artists' "I Was An American Spy," was honored here today at a luncheon by Vice-President Alben Barkley and Senators Richard Nixon, William Knowland, Wayne Morse, Harry Cain and Pat McCarran.

•

The announcement of a gift of land purchased at $50,000 by Skouras Theatres Corp. for the Boys Club of Queens, Inc., has been made by M. J. Baranco, club president, here. George P. Skouras, president of Skouras Theatres, who has been active in forming the Queens organization, is an honorary president of the club.

No Mayer Deal

(*Continued from page* 1)

friend of Lurie's and reportedly has unresolved differences with Loew's management.

"Mayer is not in the picture" insofar as the stock deal is concerned, Lurie said, but inquired: "Who wouldn't take Mayer as producer?"

Jack L. Warner, head of Warner production, has agreed to remain at the studio for six months if a deal with the Lurie syndicate is consummated. Under his new contract with Loew's, Mayer can withdraw following divorcement of Loew's theatres on giving six months' notice to the company.

Lurie indicated that he might, if the deal jells, produce films for television "as a sideline," but there would be nothing immediate about such a project because of the cost involved. He indicated that the present reorganizing and streamlining of Warner operations would be continued by the new management if the deal is concluded. He said Harry and Albert Warner probably would retire.

UJA Achievements

(*Continued from page* 1)

not attend) to receive scrolls were Jack Cohn, Matthew Fox, Billy Rose, Abe Schneider and Fred Schwartz.

Rosen declared that pledges and contributions this year to UJA are 20 per cent ahead of last year for the corresponding period.

ORDER YOUR SPECIAL TRAILERS from FILMACK
QUICK SERVICE QUALITY WORK
CHICAGO, ILLINOIS 1327 S. Wabash Ave.
NEW YORK, N. Y. 619 W. 54th Street

UA Meet

(Continued from page 1)

cessfully overcome the grave product shortage which faced us, and we now stand on the threshold of 'Phase Two' of our plan to release a maximum of 24 selected independent productions from 1952 on. We believe that a greatly strengthened UA means a greatly strengthened industry in general."

In outlining United Artists sales policy, Heineman declared, in part:

"We are frank to say there is no new and magic formula for selling. We have devised no 'new methods' because we believe the one sound and realistic method is hard work and lots of it. We honestly believe the product UA now has available for exhibitors meets the taste of every type of audience in every kind of situation.

"It is our intention to provide complete backing for our pictures by merchandising each and every one thoroughly. In today's highly competitive market we are confident that United Artists offers good quality, fair dealing and the necessary merchandising for all pictures. It is on the basis of entertainment for the public and help to the exhibitor that we sell UA product."

Setting forth the plans of his promotional division, Youngstein said:

"Every activity of every member of this division is devoted to service and more service to exhibitors and independent producers. Putting it simply, our policy is to get extra dollars at the box-office for the exhibitor —because in this way we also insure the continuance of a healthy, vigorous UA.

"Our campaigns will be designed more and more toward application on the local level, and the efforts of our entire staff will be designed to create those campaigns which give maximum aid to exhibitors.

"To this end the names of additional permanent fieldmen will be announced before this convention ends so that by the time we leave Chicago, UA will have available for total publicity and promotion service a staff of 12 men working out of our key exchanges, with the ultimate goal of a field representative attached to every one of our 26 exchanges in the U. S."

Other morning speakers were Matthew and Robert W. Benjamin.

Today's afternoon session of the convention was devoted to addresses by Bernard M. Kranze, executive assistant to Heineman; Nat Nathanson, Eastern and Canadian sales manager, and Milton E. Cohen, Western and Southern sales manager.

The three sales executives concentrated on plans for faster and more efficient methods of improving billings and collections with Cohen summing up company policies and methods of operation following presentations by Nathanson on the speedy liquidation of currently available UA product, and by Kranze on selling the lineup of features in current release, which were acquired by UA through its recent purchase of Eagle Lion Classics.

Krim to the Coast to Start New Phase of UA's Plans

CHICAGO, May 3.—Arthur B. Krim, president of United Artists, left here today for Hollywood after attending the first day's session of the UA "Blueprint for Tomorrow" sales convention at the Blackstone Hotel here.

On his arrival in Hollywood, the UA chief executive will immediately put into motion "Phase Two" of the company's product plan, which calls for the release during 1952 of a limited number of select independent productions.

Krim will be joined on the West Coast next week by UA executive Matthew Fox.

Levey to Chicago to Show 'Fabiola' to UA Delegates

Jules Levey, producer of the American version of "Fabiola," left here yesterday for Chicago to show his picture to officials and delegates at the United Artists convention. From Chicago, Levey will go to New Orleans for the world premiere of the picture, then going to Washington Monday night to attend a special invitational showing there under the sponsorship of the Italian Ambassador.

Tarwater to Lippert

ATLANTA, May 3.—R. W. Tarwater, former branch manager of Eagle Lion Classics, is now with Lippert Productions.

Confident of Warner Deal

(Continued from page 1)

Transamerica Corp., the Giannini investment company and Charles Allen and Samuel Ungerleider, New York investment brokers.

Numerous others have asked for participations in the deal to buy the Warner families' holdings of approximately 1,800,000 shares of Warner Brothers Pictures common stock at $15 per share. However, it was stated, the negotiators have not made any allocations yet of the stock to others outside of their own group.

Reports that Nathan Cummings, chairman of the board of Consolidated Grocers Corp., Chicago; Texas oil men, and various West Coast financial names were involved in the deal were denied. It was stated, however, that Cummings and others had expressed a desire to be included and may be later on.

Number of Shares

It was also stated that the exact number of shares held by the Warner brothers and their families is not yet known, since a formal count of the number of shares held in family trust funds has not been completed. Thus, it was stated, the widely-reported total figures involved in the deal of $25,000,000 for 1,700,000 shares are "rough guess-work."

"It is likely to be more than that," one principal told MOTION PICTURE DAILY yesterday, "and it could be less."

MOTION PICTURE DAILY has reported that approximately 1,800,000 shares are held by the three Warner brothers and in family trust funds. At $15 per share, the total purchase price could be nearly $27,000,000.

The estimated 1,800,000 shares would represent 25 per cent of the total outstanding, rather than the widely-reported 24 per cent. In San Francisco yesterday, reporters were told that the negotiations were for 1,800,000 shares, or 25 per cent, at a price "in excess of $25,000,000."

Since no individual allocations have been made by the syndicate yet, it is uncertain what the financial participations by the several members will be, MOTION PICTURE DAILY was told. However, Lurie is reported to be prepared to participate to the extent of a minimum of $5,000,000 and a maximum of $7,500,000; Transamerica Corp., $5,000,000, and Allen and Ungerleider, $2,000,000. The balance would be open for additional participations, as required.

Ungerleider and Allen are investment associates. Al Leeds and Al Goetz, partners of theirs, are friends of long-standing of Jack and Albert Warner. In addition, Lurie is a former partner of Ungerleider's. In those associations is the genesis of the deal and undoubtedly the explanation of the confidence expressed by some of the principals yesterday in the eventual consummation of it.

Harry Warner has told the press that the syndicate's offer is one of several under consideration and that if a better one came along it would be accepted. Observers pointed out yesterday that the implication of the statement obviously is that no better offer has been made yet, with the decisive meetings on the deal scheduled to start here on Monday.

Harry Warner returned to New York yesterday from Saratoga Springs, where he had been for a few days. Jack Warner is due here Sunday from Hollywood and Lurie is scheduled to arrive here from San Francisco on Monday. The meetings may extend over several days.

W.B. Theatres

(Continued from page 1)

over the years in many spectacular realty deals. He is a director of Sol Lesser Productions, owns San Francisco legitimate theatres, has important real estate holdings in major cities across the country, and numbers many film executives among his friends.

The spokesman denied reports that Si Fabian, New York circuit operator, who two years ago was the central figure in an $80,000,000 bid for the entire physical assets of Warners, was involved in the Lurie deal, had been asked to join in it or had been invited to bid for the Warner Theatres if the Lurie group completes its deal next week.

Fabian's Denial

Questioned by MOTION PICTURE DAILY about the reports, Fabian added his personal denial of any interest in the deal now or later.

It was also denied that Lehman Brothers, New York investment firm which 18 months ago made a reported bid of $20,000,000 for the Warner brothers' 25 per cent interest in the divorced theatre company for undisclosed principals, has any interest in the present negotiations or subsequent situation.

At the time, the Justice Department insisted that if the Lehman deal was consummated, the principals would have to hold the theatre company stock for a specified minimum period. That and subsequent economic conditions are believed to have been responsible for the failure of a deal to materialize.

THANKS!

SOL SCHWARTZ
BILL HOWARD
BOB SHERMAN
HARRY MANDEL

AND THE ENTIRE STAFF OF
RKO THEATRES

FOR YOUR TRUE SHOWMANSHIP
IN PRESENTING

"SEVEN DAYS TO NOON"

A GREAT PICTURE — MADE GREATER
RESULTING IN ONE OF THIS YEAR'S
TOP BOX-OFFICE PERFORMANCES!



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MKD DISTRIBUTORS INC.
1501 BROADWAY, N. Y.
LO. 4-3971

A Maylux Presentation

"JUST







Danny KAYE
Gene TIERNEY
Corinne CALVET
On the Riviera
Technicolor

And THIS is the kind of product that's JUST what the Box-office ordered!

- HALLS OF MONTEZUMA (Technicolor)
- CALL ME MISTER (Technicolor)
- OF MEN AND MUSIC
- THE MUDLARK
- BIRD OF PARADISE (Technicolor)
- I'D CLIMB THE HIGHEST MOUNTAIN (Technicolor)
- THE 13th LETTER
- LUCKY NICK CAIN
- YOU'RE IN THE NAVY NOW
- I CAN GET IT FOR YOU WHOLESALE
- SWORD OF MONTE CRISTO (Supercinecolor)
- FOLLOW THE SUN
- 14 HOURS
- ON THE RIVIERA (Technicolor)
- RAWHIDE
- WHY KOREA?

WHAT THE THEATRES OF AMERICA NEED TODAY!" —JAY EMANUEL, EXHIBITOR

"THIS



IS THE KIND OF ENTERTAINMENT THAT WILL BRING MILLIONS FLOCKING TO THE THEATRES!" —FILM BULLETIN

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 88 NEW YORK, U. S. A., MONDAY, MAY 7, 1951 TEN CENTS

UA Realigns Districts in Sales Shuffle

Abolish Prairie District; Keith Takes Over South

CHICAGO, May 6.—A reorganization of the United Artists' district sales setup aimed at greater operating efficiency was announced by William Heineman, distribution vice-president, at the company sales meeting which ended here yesterday.

No changes in personnel were involved in the general shuffle of posts. One district, the Prairie district, was abolished, and its jurisdiction assumed by other districts. W. T. Keith, Prairie district manager, will take over the vacant managership of the Southern district.

The reorganized district lineup will see Fred Meyers New York-Metropolitan district manager.

Jerome Safron Segal, branch mana-

(*Continued on page 4*)

MGM Not Making 'Quo Vadis' Deals

For sometime now M-G-M has had requests from exhibitors for "Quo Vadis," but will not consider offers for the picture until a later date, not yet determined, William F. Rodgers, sales vice-president, stated at the weekend, following completion of plans for sparking off the first of a three-day meeting at the Hotel Astor

(*Continued on page 2*)

Delay in 20th-Fox Consent Decree Seen

Washington, May 6. — Another postponement is likely in 20th Century Fox's deadline for filing a divorcement plan with the New York Statutory Court, since it now looks as though a 20th-Fox consent decree will not be ready for announcement by May 10, the present deadline.

Company officials and Justice Department attorneys had further consent decree talks last Thursday and Friday, and Justice spokesmen said that probably additional talks would be held this week.

UPT Ads Point Out Box-Office Aid That COMPO Could Supply If Supported

A practical demonstration of the type of activity which the Council of Motion Picture Organizations could conduct to increase theatre attendance "if and when COMPO is organized and supported the way it should be" was provided by United Paramount Theatres in 600-line ads appearing in New York and Los Angeles newspapers late last week.

The advertisements, a reproduction of which appeared in *Motion Picture Daily* on Friday, heralded the recent report of the General Federation of Women's Clubs, representing 11,000,000 members, on its selection of 122 films released during the past 10 months for commendation.

Leonard Goldenson, UPT president, said their purpose is "to stimulate public and industry thinking about motion pictures and theatre attendance. It shows what can be done with items and incidents that can be picked up and turned to industry advantage. In this instance, if one group can center the beneficial attention of 11,000,000 people on good pictures, the industry should address that message to 150,000,000 people. A well-supported COMPO could be doing that."

Goldenson said there is no plan for UPT to continue the advertisements on any regular basis but that similar constructive developments will be mailed to opinion-forming agencies by his company.

Speedy Divorcement of Warner Theatres Seen

The prediction that the task of separating Warner theatres from the production-distribution company can be accomplished in much less time than the two-year period remaining under the terms of the company's consent decree was made on Friday by a principal in the negotiations for the purchase of the Warner family stock holdings in the company.

If the deal is consummated, the purchasing group proposes to sell the 436 theatres locally, as units, rather than seek a buyer for the entire circuit or for the stock in a divorced theatre company. They believe appreciably higher prices — and profits — can be realized that way. Louis R. Lurie, a specialist in realty liquidations and member of the purchasing syndicate, would handle the theatre sales per-

(*Continued on page 3*)

Coyne Recommends Industry Ingenuity To Circumvent TV

NASHVILLE, May 6. — To successfully compete with television, the film industry must alter its methods to appeal to audiences it has lost or never had, Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, declared at the weekend in an address before a luncheon-meeting of the Tennessee Theatre Owners at the Noel Hotel here.

"We must expect to lose some of our traditional customers," Coyne said,

(*Continued on page 2*)

NPA Slightly Eases Construction Rules

WASHINGTON, May 6. — The government has made two changes in its construction control order which may make things slightly easier for exhibitors and exhibitor equipment firms.

Over the weekend, the National Production Authority announced a major tightening in construction controls by extending the M-4 order to virtually every type of major building. But buried in the order were

(*Continued on page 2*)

Wirth Concentrates On WB Real Estate

Ben Wirth is resigning as president of the Warner Brothers Service Corp., in order to confine his activities to the administration and management of the company's real estate operations.

Carl Siegel, who has been in charge of concessions in the Warner Newark zone, under Wirth's supervision, has been appointed president of the Service Corp. Harold Rodner remains as vice-president of the latter.

All Set to Close Warner Stock Deal

No Competitive Offers In; Talks Start Today

Taking the position that all that remains to be done to conclude purchase of the entire stock holdings of the Warner family in the company is the legal work of readying the agreement for signatures, members of the purchasing syndicate on Friday expressed the opinion that the amount of time required to close the deal will depend only on how fast the lawyers are able to work.

No "hitches" had developed up to the end of last week, principals said, and no competitive offers better than the $15 per share for the approximately 1,800,000 shares of common held by the Warner family have appeared.

Harry M. Warner said last week

(*Continued on page 3*)

Humanitarian Award To Paul G. Hoffman

Paul G. Hoffman, former head of the European Recovery Program and at present head of the Ford Foundation, will be given the Variety International's "Humanitarian Award" for having contributed the most to humanity during 1950.

The board of judges who make the selection annually consists of approxi-

(*Continued on page 2*)

Deny Lurie, Mayer Meeting in Chicago

Principals in the Warner stock purchase repeated their denials that any deal is being discussed for Louis B. Mayer to head Warner production if their deal is consummated. Coast reports Friday said that Mayer and Louis R. Lurie, a principal, were to meet yesterday in Chicago to discuss a deal.

"The report is incorrect," a principal stated. "We have it on good authority that when Mayer leaves M-G-M it will be to retire, not to work for anyone else."

Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Pictures, is due here next Monday from Atlanta for meetings with GUNTHER R. LESSING, board chairman, who will arrive at that time from the Coast.

•

LEON J. BAMBERGER, RKO Pictures sales promotion manager, is due to leave here by plane today for Little Rock, to address the annual convention of the Independent Theatre Owners of Arkansas at the Hotel Marion, which opens tomorrow.

•

JACK GLENN, senior director of March of Time and president of the Screen Directors Guild, will speak here tomorrow at the New School for Social Research on "Promotion Through Film."

•

HARRY NOVAK, Universal-International supervisor for Continental Europe, and his wife left New York for Paris Saturday aboard the *S.S. Ile de France*.

•

DAVID A. LIPTON, Universal Pictures vice-president in charge of advertising and publicity, left New York over the weekend for Hollywood.

•

NORMAN BARNETT, vice-president of Barnett International Corp., returned here over the weekend from Los Angeles.

•

BEN THAU, M-G-M studio executive, and SPENCER TRACY sailed from here Saturday on the *S.S. Independence* for Naples.

•

F. J. A. MCCARTHY, Southern and Canadian sales manager for Universal, will leave here today for Cincinnati.

•

HOWARD STRICKLING, M-G-M studio publicity head, has returned to the Coast after a vacation in Miami.

NPA Eases

(*Continued from page* 1)

two provisions relaxing previous controls and which could help the film industry.

The more important of these would permit personal property to be installed up to $2,000 of installation costs in any 12-month period over and above the present $5,000 ceiling on construction of all types in a year. Until now installation costs of personal property had to come out of the $5,000. NPA recently issued lists of which theatre equipment items constitute personal property.

The other change would permit a theatre project to be finished if there had been "substantial site clearance" including demolition of other buildings prior to the date theatre controls were put on. Previously there had to be some actual building of the structure to qualify.

Industry and NPA officials—while not sure—felt that studio set construction is still exempt from government controls.

100 Exhibitors Pay Tribute to Marsh

Cleveland, May 6.—W. Ward Marsh, of the *Plain Dealer* and dean of motion picture critics in Cleveland, was presented with a scroll of appreciation signed by 100 exhibitors who also presented a wrist watch to him in recognition of 32 years of "constructive criticism and a sincere interest in motion pictures." This is said to be the first such tribute ever paid by exhibitors to a motion picture critic in this area.

Variety Award

(*Continued from page* 1)

mately 70 editors, publishers, educators and commentators, none of whom are members of any Variety Clubs.

The award will be made at the concluding banquet of the annual Variety convention at the Bellevue-Stratford Hotel in Philadelphia next Saturday night. Portions of the presentation ceremonies will be telecast on the Ken Murray television show which will be televised from the banquet hall.

On the Dais

Among those who are expected to be present on the dais will be the chief speaker, Vice-President Alben Barkley, Secretary of Commerce Sawyer, Senator Estes Kefauver and many other dignitaries from the nation's capital, also, many of the presidents of the major motion picture companies.

Variety International will be represented by John H. Harris, one of the founders of the Clubs and its first chief barker; R. J. O'Donnell, chief barker from 1943 to 1950; Marc J. Wolf, the present chief barker; Jack Beresin, first assistant chief barker; Charles P. Skouras, second assistant; Murray Weiss, property master; George Eby, treasurer; Chick Lewis, press representative and officers and delegates from the organizaton's 39 units.

Coyne Recommends

(*Continued from page* 1)

"for our audiences have included the discriminating as well as the easily satisfied. The excellence of the motion picture will preserve the relatively sophisticated, who are only occasional customers. The defection, if any, will be in the mass audience, which has been our regular bread-and-butter market. I am not worried by television's excellence, for its programs are mediocre. It is television's easy availability that presents the problem.

"We must appeal to age groups we have lost or never had. An approach by way of increased theatre comforts and facilities, convenience of program scheduling and specialized advertising are believed by many to be the answer to the needed bid for wider attendance."

Gael Sullivan, Theatre Owners of American executive director, also addressed the gathering of about 80 exhibitors.

NEWS in Brief . . .

IN recognition of outstanding contributions to American life, the Academy of Radio and Television Arts and Sciences will present several special "Michael" Awards at its annual dinner at the Waldorf-Astoria Hotel here tonight.

Bob Hope, Arthur Godfrey and Eddie Cantor have been named to receive the special citations, Edward Bobley and Harold L. Crossman, Academy co-chairmen, said. All proceeds of the dinner will be donated to United Cerebral Palsy's current campaign.

•

Hollywood, May 6.—The Screen Writers Guild and the Independent Motion Picture Producers Association at the weekend reached an agreement on a formula for determining additional compensation to be paid to screen writers for work done on pictures produced for theatrical exhibition and is subsequently released to television. It obliges IMPAA to abide by the terms covering the same issue which will be established at some future date between the SWG and major producers, Association of Motion Picture Producers and the Society of Independent Motion Picture Producers. The new contract was made effective as of April 30.

•

Theatre operators representing some 600 houses in Greater New York will cooperate with the Office of the Coordinator of Recruiting and Public Information of New York City's Civil Defense Organization. They will initiate a theatre campaign for the enlistment of volunteers for civil defense work at a rally in Times Square on Thursday at 11 A.M.

•

Max Birnbaum, Warner salesman in New Haven, has been promoted to branch manager of the company's exchange in New Haven, replacing Al Daytz, resigned. Angelo Lombardi, office manager, replaces Birnbaum as salesman.

At the same time, Ben Kalmenson, Warner distribution vice-president, also announced that Clayton G. Eastman, formerly with Eagle Lion, joins the company as sales manager in Boston replacing Mickey Daytz, resigned. Eastman will take over on May 14.

Will Assess Damages In 'Ecstasy' Ruling

Judge Charles A. Dewey of U. S. District Court here will appoint this week a special master to assess damages due Astra Productions in consequence of the decision handed down last week in favor of Astra in its suit against Samuel A. Cummins, Eureka Productions, et al., over distribution rights and copy rights to the 19-year-old picture "Ecstasy" Martin Licht, Astra president, reported at the weekend.

Licht said that under the decision he is entitled to damages also from some 150 theatres in various parts of the country which rented the picture from Eureka.

Newsreel Parade

GEN. MacARTHUR'S Washington report and Ben-Gurion's arrival here are current newsreel highlights. Other items include Korean flashes, the Senate crime probe report and sports. Complete contents follow:

MOVIETONE NEWS, No. 37—Gen. MacArthur testifies. Robert Vogeler home. Ben-Gurion in the U. S. Korean war ace. Aviation cadets get dunked. Mrs. MacArthur hailed by hometown. Baseball. Motorcycling.

NEWS OF THE DAY, No. 271—Vogeler home after 17 months in Red prison. Senate crime probers report. Naval flyers learn dunking. Ben-Gurion arrives. Jet ace. Gen. MacArthur testifies at Senate hearing. Boxing.

PARAMOUNT NEWS, No. 74—May Day here and abroad. Ben-Gurion visits the U. S. Gen. MacArthur testifies in Washington. Senate crime probers' report. Robert Vogeler back to the land of the free.

TELENEWS DIGEST, No. 18-B—Korea: the enemy we fight. Robert Vogeler arrives. May Day in Berlin, New York, Czechoslovakia and Munich. Paris: Eisenhower's headquarters at work. West Germany: special police.

UNIVERSAL NEWS, No. 453—Gen. MacArthur testifies. Dr. Bunche outlines UN policy on war. Robert Vogeler home from Hungary. Ben-Gurion arrives here. U. S. air ace. Stars aid bond drive. Midshipmen get dunked.

WARNER PATHE NEWS, No. 76—United States news: Mrs. MacArthur, Gen. MacArthur in Washington, Ben-Gurion arrives here. International news: Korea report, May Day in Berlin, changing of the guard in Vienna.

'Quo Vadis' Deals

(*Continued from page* 1)

today with 22 field sales managers and home office executives.

Rodgers also pointed out that where the company has been making deals for groups of pictures, all contracts read "this does not include 'Quo Vadis'."

Policies and distribution plans for forthcoming pictures will be discussed at the sessions, including the 11 releases for the three months starting June, and "Teresa," which was produced by Arthur M. Loew.

Simons to Promote 'Quo Vadis' At Exhibitor Conventions

Following up on the 25-city tour initiated by Morgan Hudgins of M-G-M's studio publicity department in behalf of "Quo Vadis," M. L. Simons, assistant to H. M. Richey, will give the same lecture and demonstration to two exhibitor conventions, Arkansas Theatre Owners annual meeting at Little Rock, starting today, and the Georgia Theatre Owners convention at Atlanta, May 14-16.

M-G-M Gets Freedom Awards For 'Voice' and a Cartoon

In award ceremonies held at Columbia University, M-G-M received two additional Freedom Foundation Awards. "The Next Voice You Hear" and a Technicolor cartoon, "Albert in Blunderland," were honored by the Foundation which annually presents awards for outstanding achievements in furthering the American way of life. The awards were accepted by Max Weinberg, Eastern short subject representative, on behalf of M-G-M.

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Lesser Wants In on W.B. Stock Deal

Hollywood, May 6. — Sol Lesser, business associate of Louis Lurie, confirmed that he would like to participate to the extent of $1,000,000 in the syndicate bidding for acquisition of the Warner brothers' stock.

Inquiries as to whether successful consummation of the deal would entail his shifting production to Warner release, moving to the Warner studio, or otherwise altering his present setup and releasing commitments, were answered with the statement that it is too early to have given any consideration to those matters.

W. B. Deal Set

(*Continued from page* 1)

that if a better offer was made it would be accepted.

Meetings scheduled to close the deal will get under way here today with H. M., Jack L. and Albert Warner. Among those representing the purchasing syndicate will be Louis R. Lurie, San Francisco financier and realtor; Charles Allen and Samuel Ungerleider, New York investment brokers, and their partners, Al Leeds and Al Goetz. The latter four originated and put the deal together. Representatives of the Giannini investment company, Transamerica Corp., which also is a participant in the deal, will be present, too.

Purchase of the Warner family holdings, representing approximately 25 per cent of the outstanding stock of Warner Brothers Pictures, involves almost $27,000,000.

Principals in the deal denied reports that a condition of the transaction is the retention by the new management of veteran executives of the Warner companies.

"As a matter of common sense," one of the participants told *Motion Picture Daily*, "it is our intention to retain all the people who are essential. That is not a condition of the deal but merely good business."

Asked whether any decisions have been made yet as to officers to succeed the Warner brothers, principals replied in the negative, adding that any of those in the negotiating group "willing to take the punishment" might be elected president. It was indicated that Lurie, whose immediate task will be the piece-meal, local liquidation of the 436 Warner theatres throughout the country, would not be disqualified by that assignment from taking the top office if he could be prevailed upon to accept it.

Lurie, a director of Sol Lesser Productions, associate of independent producers, owner of San Francisco legitimate theatres and life-long intimate of many prominent industry executives, is the most familiar of any of the purchasing group with the motion picture industry. He is a good friend of Louis B. Mayer, Nicholas M. and Joseph Schenck and many others.

Lurie is scheduled to arrive here from the Coast this morning to participate in the closing talks, which might continue tomorrow. Jack Warner was scheduled to arrive here yesterday from the Coast. Harry and Albert Warner, who will retire if the deal is closed as expected, are already on the scene.

Jack Warner has agreed to continue in charge of production at the studio for six months after the deal is concluded. The prospective new owners of Warners have stated they will continue production without interruption.

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Review

"Ace in the Hole"

(Paramount Pictures)

Hollywood, May 6

PRODUCER-DIRECTOR Billy Wilder comes to bat at this unhappy point in world affairs with a socking, shocking melodrama combining the sorriest aspects of the Floyd Collins-Kathy Fiscus type of tragedies and the scurviest implications of "The Front Page" in a 110-minute attraction not soon to be forgotten by anyone who sees it. The Wilder talent for realism, coherence, suspense and impact was never more forcefully brought to bear than upon this grimly credible and plausibly terrifying account of the beginning, building-up and end of a sensational newspaper story by an unprincipled but gifted reporter and his equally reprehensible pawns. With Kirk Douglas and Jan Sterling topping a large and extremely competent cast, the picture appears assured of a good opening. From then on it depends for success, in perhaps equal measure, on its technical excellence and on the degree of the public's appetite for an extraordinarily thorough emotional beating.

The story, by Wilder, Lesser Samuels and Walter Newman, presents Douglas as a metropolitan newspaper man who, having lost several big-city jobs through drunkenness and other defaults of duty, finds himself broke in Albuquerque and talks himself into a $40-a-week job on a responsible local newspaper. After a year of yearning for a story he can bottle up and use as a lever to regain his former New York job, he stumbles upon a desert roadside refreshment stand whose proprietor has been imprisoned for six hours in Indian village ruins under an adjacent mountain.

Phoning a sensational account of the incident to his newspaper, he is instrumental in bringing the county sheriff and a construction engineer to the scene, and in starting a parade of the curious to the spot. Although the engineer says he can extricate the entombed man in 12 hours, Douglas and the sheriff, whom he convinces he can re-elect on the strength of the story he can build up, persuade the engineer to pretend it is necessary to drill down to the man from the mountain-side, which will take days. The imprisoned man's wife, a saloon type who is tired of her husband and of the desert, goes along with the plot.

In the five days ensuing, thousands of curious come to the site, setting up temporary living quarters, a carnival moves in and sets up shop, radio stations set up transmitters, television stations do likewise, metropolitan newspapers send special reporters, whom the sheriff keeps at distance in favor of Douglas, and the disloyal wife lines her purse with gold while Douglas builds up a bottle-neck on the news so that his old newspaper will be forced to re-employ him in his old job after paying handsomely for coverage of this event. He is completely successful in his nefarious undertaking, but the man he has needlessly kept imprisoned in the ground, and whose friendship he has won by outright deception, dies before he can be extricated.

Stunned by this, and having been stabbed with a scissors by the dead man's wife, he announces the death over a loudspeaker and the other reporters scoop him on his own story. The crowd melts away, the worthless wife leaves town with her money, and the reporter goes back to the Albuquerque newspaper, which has learned of his perfidy before now, and dies on the floor in a final agonized boast of his ability.

It is a tremendously sordid story, with respect to its principal characters and the segments they represent—journalism, constituted authority, the engineering profession, wifehood—and also with respect to members of the general public who flock to the site of tragedy. It is also a tremendously effective production, equipped with clear and forceful dialogue which conveys penetrating observation, and with excellent performances.

Whether it is a money picture is problematical.

Others in the cast are Bob Arthur, Porter Hall, Frank Cady, Richard Benedict, Ray Teal, Lewis Martin, John Berkes, Frances Dominguez and Gene Evans.

Running time, 110 minutes. Adult audience classification. Release date, July 4.

WILLIAM R. WEAVER

W. B. Divorcement

(*Continued from page* 1)

sonally, it was made known.

"We will accomplish divorcement much faster our way than could be expected by any other procedure," the principal said. "We are certain that it can be accomplished well before the April 4, 1953, deadline. The incentive to do the job as quickly as possible is provided by uncertain economic conditions and the equally uncertain international situation. If we waited two years to do the job, we might not get the prices the properties will command today."

The objective of the negotiating group probably will please the Department of Justice, which must approve the deal. It will also have to be approved by the Securities and Exchange Commission.

Isaac Haas, 92

Funeral services will be held at one P. M. today at Park West Chapel here for Isaac Haas, 92. Haas, who died at St. John's Hospital in Long Island City Friday, was the father of Walter Haas, Quigley Publications advertising representative. Also surviving are two other sons, Joseph and Emil.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"HARD, FAST AND BEAUTIFUL"

ALBANY Fox Scr. Rm. 1052 Broadway	Mon. 5/21	8:00	P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Mon. 5/21	2:30	P.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Mon. 5/21	10:30	A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Mon. 5/21	2:30	P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Mon. 5/21	2:00	P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Mon. 5/21	2:00	P.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Tues. 5/22	8:00	P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Mon. 5/21	2:30	P.M.
DALLAS Para. Scr. Rm. 412 S. Harwood St.	Mon. 5/21	2:30	P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Mon. 5/21	2:00	P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Mon. 5/21	1:00	P.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Mon. 5/21	2:30	P.M.
INDIANAPOLIS Fox Scr. Rm. 326 N. Illinois St.	Mon. 5/21	1:00	P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Mon. 5/21	2:30	P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Mon. 5/21	2:00	P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Mon. 5/21	2:00	P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Mon. 5/21	2:00	P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Mon. 5/21	10:30	A.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Mon. 5/21	2:00	P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty	Mon. 5/21	2:30	P.M.
NEW YORK RKO Scr. Rm. 1270 Sixth Ave. Preview Rm. B—7th fl.	Mon. 5/21	11:30	A.M.
OKLAHOMA Fox Scr. Rm. 10 No. Lee St.	Mon. 5/21	10:30	A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Mon. 5/21	1:00	P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Mon. 5/21	2:30	P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Mon. 5/21	1:30	P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Mon. 5/21	2:00	P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues. 5/22	11:30	A.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. S.	Mon. 5/21	1:30	P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Mon. 5/21	2:00	P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Mon. 5/21	2:00	P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Mon. 5/21	10:00	A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Mon. 5/21	2:30	P.M.

UA Realigns

(Continued from page 1)

ger; New Haven, Jos. E. Callahan, branch manager; Philadelphia, John Turner, branch manager; Washington, E. W. Sweigart, branch manager; and Pittsburgh, M. Trautenberg, branch manager.

Under Moe Dudelson, Central district manager, will be Buffalo, David D. Leff, branch manager; Cincinnati, Jack Finberg, branch manager; Cleveland, Sidney Cooper, branch manager; Detroit, S. J. Bowman, branch manager; and Indianapolis, W. C. Hames, branch manager.

J. J. O'Loughlin's Midwest district will include: Chicago, Harry Goldman, branch manager; Milwaukee, Joe Imhof, branch manager; Minneapolis, Abbot Schwartz, branch manager; Omaha, D. V. McLucas, branch manager; and Kansas City, William E. Truog, branch manager.

The Southern district, under Keith, will consist of: Atlanta, J. A. Bachman, branch manager; Charlotte, Byron Adams, branch manager; Dallas, T. E. Laird, branch manger; New Orleans, George Pabst, branch manager; and St. Louis, F. J. Lee, branch manager.

James Velde, West Coast district manager, will be in charge of Los Angeles. Richard Carnegie, branch manager; Salt Lake City, C. Trowbridge, branch manager; San Francisco, Ralph F. Clark, branch manager; Seattle, A. J. Sullivan, branch manager; and Denver, Clarence Olson, branch manager.

The Canadian branches, under district manager Charles S. Chaplin, remain unchanged. These are: Calgary, Robert Radis, branch manager; Montreal, Sam Kunitzky, branch manager; St. John, S. Miller, branch manager; Toronto, George Heiber, branch manager; Vancouver, H. Woolfe, branch manager; and Winnipeg, A. Feinstein, branch manager.

Heineman and Youngstein Address Closing Sessions

CHICAGO, May 6.—Friday and Saturday sessions of the United Artists convention heard addresses by William J. Heineman, distribution vice-president and by Max E. Youngstein, advertising-publicity vice-president, who announced a "point-of-sale" promotion program which he said will exceed anything the industry has ever known.

Youngstein also outlined plans for "individually hand - tailored" campaigns on major releases aimed at the needs of each individual key playdate. Other speeches on Saturday were made by Robert W. Benjamin, Matthew Fox, Seymour Peyser, general counsel, and A. E. Bollengier, treasurer.

On Saturday afternoon addresses were made by Jack Wrege, John Hughes, Milton E. Cohen, Joe Sugar Phil Dow, Alfred H. Tamarin, Francis M. Winikus and Mori Krushen, and district managers Fred Meyers, Jerome Safron, Moe Dudelson, J. J. O'Loughlin, W. T. Keith and James Velde.

Individual meetings of district managers with all branch managers in their territories were held Sunday morning.

Independent Producers Speak At United Artists Meet

CHICAGO, May 6.—Among the producers who addressed the United Artists sales convention here were Jules Levey, Robert Stillman and his representative, Arthur Sachson, Stanley Kramer and Kramer executives George Schaefer, Sam Katz, George Glass and Myer P. Beck.

Greetings to the convention from Douglas Fairbanks, Jr., were presented by representative Seymour Poe; from producer I. G. Goldsmith by representative Jack Ellis, from the Danzigers, from producer S. P. Eagle by David Weshner and from Charles Chaplin by Arthur Kelly.

Einfeld Tour Takes Him to Argentina

Continuing his tour through South America, meeting with exhibitors, state officials and company personnel, Charles Einfeld, vice-president of 20th Century-Fox, has arrived in Argentina following a round of showmanship activities in Uruguay, according to word reaching the company here from Buenos Aires.

Send Greetings to U.A.

CHICAGO, May 6.—Leading industry figures sent greetings to the United Artists convention here. Among them were Joyce O'Hara, Trueman T. Rembusch, Ellis Arnall, Harry Brandt, Arthur L. Mayer, and others.

'Small Town' Film Concept Challenged

A. W. Schwalberg, president of Paramount Film Distributing, has taken issue with the concept that so-called "quality" films have little or no appeal for "small town" audiences.

In a letter now being circularized among all the company's sales executives and salesmen, Schwalberg contends that interest in the "finer" things runs as high in small as as in large towns and cities. He cites "Trio" as being a small town picture as well as one for big cities.

'Unlimited' Market Seen by Kramer

CHICAGO, May 6.—Survival of the industry demands that film sellers as well as film makers reverse today's negative thinking about a shrinking market and realize that millions of customers are waiting to be tapped in a virtually unlimited expanding film market, Stanley Kramer said at the closing session of the United Artists sales convention here at the weekend.

At the same time, Kramer declared that the public relations of the motion picture industry are worse than that of any other industry of comparable size, and called for a realistic overhauling.

Attention!

MR. INDEPENDENT FILM PRODUCER:

Lippert Pictures, Inc. are now making the facilities of their distribution system available for the release of outside product.

Sales Records of Lippert Pictures released during the past year have reached a point which will insure any independent producer a fair return on his investment if his product is made at a sensible cost and has sufficient showmanship ingredients to attract patrons to theatre boxoffices.

The sales organization of Lippert Pictures, Inc. is constantly expanding and today carries a sales staff of over 115 men throughout 28 branches in the U. S. A. and offices throughout the world.

Division Managers are now employed covering 4 zones of the United States to closely supervise selling.

The tremendous success of STEEL HELMET and ROCKETSHIP X-M placed this company in a position to obtain terms comparable to most any other distributing organization for the release of proper independently made productions. (STEEL HELMET in 10 weeks of domestic distribution has grossed, in net film rental, better than $526,000 in percentage engagements in top theatres of the nation.)

English or foreign made pictures will also be considered for release.

Lippert Pictures, Inc. will only accept pictures for distribution that they feel confident will return a profit to the producer.

If interested, please contact . . .

LIPPERT PICTURES, INC.
Mr. Joseph Smith
723 7th Avenue
New York, N. Y.
Circle 5-6874

LIPPERT PICTURES, INC.
Mr. Murray Lerner
5746 Sunset Blvd.
Hollywood 28, Calif.
Hillside 9144

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 89 NEW YORK, U.S.A., TUESDAY, MAY 8, 1951 TEN CENTS

Lurie Here to Close Deal With Warners

Syndicate Drafts Offer; Negotiations on Today

With the arrival here yesterday of Louis R. Lurie of San Francisco, the deal for purchase of the entire stockholdings of the three Warner brothers and their families in the company they founded entered its closing stage.

Associates of Lurie's in the syndicate which has offered $15 a share for the Warners' estimated 25 per cent interest in the company, representing a purchase price in excess of $25,000,000, were closeted with him in an all-day meeting yesterday. The joint meetings with the three Warner brothers and their attorneys are scheduled to begin today.

A spokesman for the syndicate said

(*Continued on page 6*)

Take UA Plan to Branch Offices

United Artists branch managers will review the company sales convention in their respective 32 branch offices, utilizing a full day to acquaint bookers and salesmen with the product lineup and the sales policy laid down for each picture, it was announced here yesterday by William J. Heineman, sales vice-president.

Last week's Chicago sales meet, UA's first in five years, covered the entire sales program of its current release schedule, and introduced the sales organization to a combined chart of both its own and its recently acquired Eagle Lion Classics product.

The sales meet wound up with divi-

(*Continued on page 6*)

Name E. R. Slocum Head of TOO Board

OKLAHOMA CITY, May 7.—E. R. Slocum, of Rocket Theatre, Elreno, today was appointed chairman of the board of Theatre Owners of Oklahoma at a board of directors meeting at the Variety Club room here.

J. C. Hunter, retiring chairman, and also regional vice-president of the Theatre Owners of America reported on the recent TOA executive meeting held in Washington, D. C.

(*Continued on page 6*)

Special Promotion For Paramount's Six-Month Lineup

Paramount's product lineup for the second half of 1951 will be highlighted for exhibitors and the moviegoing public through a specially designed advertising campaign that will continue until all the pictures are well into release, according to Jerry Pickman, national director of advertising publicity exploitation.

Scheduled to appear at regularly spaced intervals, the ads that make up this campaign will announce the pictures for a given month, indicate salient selling angles of approaching releases and report the box-office performance of those already in release, it was said.

Keyed to the theme "More-Bigger-Better Pictures," the campaign was launched May 1 with a four-page ad detailing the 15 important features to

(*Continued on page 5*)

Invite 1,500 to Schwalberg Dinner

Friends and associates of A. W. Schwalberg will honor the Paramount Film Distributing Corp. president with a testimonial dinner on May 15 at the Hotel Waldorf-Astoria, New York in recognition of his contribution to the industry during his 30 years of service.

Louis Nizer will serve as toastmaster, and Robert J. O'Donnell, vice-president of Interstate Circuit will be master of ceremonies, according to E. K. O'Shea, chairman of the testi-

(*Continued on page 5*)

NPA CHANGES AID, HURT THEATRES

U.S. Gives 20th-Fox 15-Day Extension

Washington, May 7.—The Justice Department has agreed to another postponement, until May 25—in the deadline for 20th Century-Fox to file a divorcement plan with the New York Statutory Court.

The extension, which will probably be submitted to the court for approval tomorrow, is designed to give the parties additional time to work out final provisions of a consent decree. The present deadline is Wednesday.

Makers of Equipment Similarly Affected by Complicated Situation

WASHINGTON, May 7.—The whole situation over the government's construction controls on theatres has been immeasurably complicated as a result of changes announced over the week-end.

In most instances, National Production Authority officials state, theatre owners and equipment firms will be helped by the changes. In one or two instances, they might be hurt.

The order was issued late Friday, and it wasn't until today that NPA officials were available to clear up confusing points in the order.

One change clearly will be of some slight benefit—a broadening of the terms "commence construction" so that projects can be finished if no more was done before the date of the

(*Continued on page 5*)

UPT Reported to Be Interested in Two ABC TV Buys

The trade heard reports yesterday that United Paramount Theatres may acquire television stations WJZ-TV, New York, and KECA-TV, Los Angeles, from Columbia Broadcasting System in the event the latter's negotiations for a takeover of American Broadcasting Co. are consummated.

Leonard Goldenson, UPT president, said he could not comment on the reports because he has "no idea what

(*Continued on page 5*)

NEWS FLASHES

London, May 7.--Board of Trade officials are expecting a visit to their new chief, Sir Hartley Shawcross, by the Motion Picture Association of America's John G. McCarthy during the first week in June. At that time, a date late in July may be set for the formal negotiations on the monetary agreement between the government and the U. S. film industry.

•

Washington, May 7.--Strong indication that Congress will reject the Administration's demand for authority to control commercial rents came from the Senate Banking Committee today.

The Committee had voted not to take testimony on the rent proposal.

'Red' Aim to Control Films Missed Mark, Senator Says

Asks Bigger Role for Industry in Defense

WASHINGTON, May 7.—A. Julian Brylawski, representing Theatre Owners of America and Council of Motion Picture Organizations, today sharply critized the Civilian Defense Administration for not giving the film industry a greater role in the civil defense program. He spoke during a meeting here of 250 national organizations with CDA officials. Brylawski specifically mentioned the stress on radio and tele-

(*Continued on page 6*)

WASHINGTON, May 7.—Though the Communist high command made a definite drive to control motion pictures, "that drive failed," Senator Edward Martin (R., Pa.) is telling radio audiences throughout Pennsylvania this week.

Martin is discussing the Hollywood hearings in his weekly record for use by Pennsylvania radio stations. The vast majority of Hollywood workers have always been "decent, patriotic and anti-Communist," he declares.

Martin dwells at length on the Hollywood strike, and points out that "in order to smuggle the Communist message into pictures, the party needed

(*Continued on page 6*)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, has arrived on the Coast from New York.

•

F. C. DILLON, executive secretary of the Motion Picture Distributors Association, Toronto, recently reported on film fire-prevention techniques at the convention of the Dominion Fire Prevention Association at Windsor, Ont.

•

GEORGE MURPHY was a guest speaker at a recent luncheon in Toronto of the annual conference of the Association of Canadian Advertisers. His topic was "Motion Pictures in the Battle of Ideologies."

•

M. JANOV, general manager for Coronado Productions, is due to arrive here from the Coast later this week for conferences with United Artists officials.

•

S. M. BEHRMAN, film producer and playwright, and actress VIVECA LINDFORS and her husband, DON SIEGEL, are due to sail from here today aboard the *S. S. Queen Elizabeth.*

•

DOUGLAS T. YATES, assistant foreign sales manager of Republic International and MRS. YATES announce the birth of a son, LAURENCE RANDALL, here on Saturday.

•

WILLIAM M. PIZOR, vice-president of Lippert Productions, Inc., in charge of foreign sales, has returned here from an extensive European tour.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, Atlanta, recently visited the Memphis branch.

•

IKE and HARRY KATZ, of Kay Exchanges, Atlanta, recently toured their Memphis, Charlotte and New Orleans exchanges.

•

MAX WEINBERG, Eastern short subject representative for M-G-M, is due to arrive in Washington today from New York.

•

GEORGE K. ARTHUR, producer, has sailed from here for England.

•

SAM GALANTY, Columbia Mideast division manager, is due to leave Washington today for Cincinnati.

•

BEN MELNIKER of M-G-M's legal dapartment is due to fly to Washington from here today for a brief visit.

Brief U. S. Visit For Rank, Davis

LONDON, May 7.—J. Arthur Rank and his chief aide, John Davis, plan to spend less than 10 days in the U. S. on their coming visit.

Rank will sail from Southampton May 17, arriving on the 22nd, and will return on May 31. Davis will leave here May 21 by plane with an itinerary including Chicago and Toronto.

Balmy Sun Slows B'way 1st-Runs; 'The Thing' Tops

Balmy spring weather continued to take its toll at New York first-runs, with the majority of theatres bringing in new product this week in an attempt to overcome the apathy of the customers.

Top business is being chalked up by "The Thing" at the Criterion, where an estimated $50,000 will give the house its best first week's gross in four years.

Also doing excellently is "My Forbidden Past," with Frank Sinatra and Dagmar on stage at the Paramount, where a second week's gross of $72,000 is estimated. Only booked for two weeks, the bill will bow out today and will be replaced by "Appointment with Danger" and Louis Jordan's band.

"Father's Little Dividend" is concluding four weeks at the Music Hall with a very satisfactory $110,000 in prospect for the final period; "The Great Caruso" and a Leonidoff revue will open there on Thursday.

Elsewhere on Broadway business is not so good. "I Was a Communist for the F. B. I." looks for a modest $45,000 in its first week at the Strand. Count Basie and his band are on stage. "The Bullfighter and the Lady" will draw a mild $20,000 for a second week at the Capitol; "Ma and Pa Kettle Back on the Farm" will take over on Thursday.

"Follow the Sun" is scraping bottom with a $39,000 gross for a second and final week at the Roxy; "I'd Climb the Highest Mountain" and the N. Y. Philharmonic Orchestra will come in tomorrow. "The Brave Bulls" is tapering off to a slow $11,000 in a third week at the Rivoli; "The Long Dark Hall" will open there tomorrow.

"Apache Drums" is bringing Loew's State a satisfactory $20,000 for its first week, and "Valentino" at the Astor is still doing well, with about $21,000 expected for a third week. "Born Yesterday" is maintaining a steady pace at the Victoria with $16,000 in prospect for a 20th week.

"Try and Get Me" is fair at the Globe with $11,000 due for the opening week. "Stage to Tuscon" is disappointing at the Mayfair with a lean $8,000 expected for its first week. "The Fighting Coast Guard" will replace it on Friday.

New York's two roadshow films, "Tales of Hoffman" and "Cyrano de Bergerac," are both doing good business. "Tales" at the Bijou is still near-capacity with $14,000 looked for in a fifth week, while "Cyrano" at the Golden is consistent with $6,500 due for a fifth week following its move-over from the Bijou.

Off Broadway, "Kon-Tiki" is holding up with $11,500 expected for a fifth week at the Sutton, and "Teresa" is still in good shape at the Trans Lux 52d Street, though slacking off a bit to $7,000 for its fifth week.

To Advise on Music

Ottalie Mark, formerly head of the music division of Warner Brothers, has opened an independent office here as a consultant on music copyright matters.

Present 27 'Michael' Awards, 7 Citations

"Michael" awards of the Academy of Radio and Television Arts and Sciences were presented to 27 network personalities and programs at the annual Waldorf-Astoria Hotel dinner here last night. For the first time, seven special citations also were awarded. Attending were Governor Thomas E. Dewey, Mayor Vincent R. Impellitteri and more than 1,200 others.

Eleven of last year's award winners received their second "Michael" last night. They were: Milton Berle, Toast of the Town, Philco Playhouse, Walter Winchell, John Cameron Swayze, Jack Benny, Groucho Marx, Homer Fickett, Dinah Shore, The Telephone Hour and Theatre Guild on the Air.

The new winners were: Alan Young Show, Suspense, What's My Line, Super Circus, Fred Waring Show, Max Liebman, Lucky Strike Cigarettes, Perry Como, Bud Collyer, Bill Stern, Sam Levenson, Edward R. Murrow, Dragnet, the Quiz Kids, American Forum of the Air and Meet the Press.

The special citations were presented to the Kefauver Committee for "National Public Service"; to Bob Hope, "Americanism Award"; to Arthur Godfrey, "Mr. Mike"; Eddie Cantor, "Humanitarian Award"; Barry Gray, "Public Affairs"; Irving Mansfield, "Television Showmanship Award"; and Dr. Allen B. DuMont, "Pioneer Television Award."

The awards were made by several masters of ceremonics, including Frank Sinatra, Milton Berle, Jinx and Tex McCrary and Ed Sullivan.

The list of awards follows:

Best Television Comedian, Milton Berle; Best Television Variety Program, Toast of the Town; Best Television Situation Comedy Program, Alan Young Show. Best Television Dramatic Program, Philco Playhouse; Best Television Mystery Program, Suspense; Best Television Panel Quiz, What's My Line; Best Television Children's Program, Super Circus; Best Television Musical Variety Program, Fred Waring Show; Best Television Producer-Director, Max Liebman; Best Television News Commentator, John Cameron Swayze; Best Television Commercial Presentation, Lucky Strike Cigarettes; Best Male Vocalist, Perry Como; Best Female Vocalist, Dinah Shore; Best Announcer, Bud Collyer; Best Sportscaster, Bill Stern; Most Promising Television Star, Sam Levenson; Best Radio Comedian, Groucho Marx; Best Radio Situation Comedy, Jack Benny Show; Best Radio Dramatic Program, Theatre Guild on the Air; Best News Interpretation, Edward R. Murrow; Best Consistent Radio News Commentator, Walter Winchell; Best Radio Classical Music Program, The Telephone Hour; Best Radio Mystery Program, Dragnet; Best Radio Children's program, Quiz Kids; Best Radio Producer-Director, Theatre Guild and Homer Fickett; Best Forum Program, American Forum of the Air; Best Discussion Program, Meet the Press.

File Censor Amendment

COLUMBUS, O., May 7.—A bill to amend Ohio's film censor laws to exempt newsreels from censorship has been introduced in the State Senate.

Decision Due on 'Miracle' Appeal

Albany, N. Y., May 7.—A decision on the appeal against the ban placed on Roberto Rosselini's "The Miracle" by the State Board of Regents is due to be handed down by the State Appellate Court on Wednesday.

The license for the film, shown as part of a package entitled "Ways of Love," was revoked by the Regents following protests by religious groups. Joseph Burstyn, the film's U. S. distributor, entered the appeal.

Peiser Resigns FWC Ad-Publicity Post

LOS ANGELES, May 7.—Seymour Peiser resigned the Fox West Coast advertising-publicity directorship at the weekend. He joined the circuit in 1937 as a theatre publicist, taking his present post in 1942.

He will announce new plans after a three-month vacation.

'Newsweek' Aids 'FBI'

Newsweek Magazine's Club and Educational Bureau has prepared a special four-page pamphlet on Warner's "I Was A Communist for the FBI." The pamphlet is illustrated with scenes from the production and ties in with *Newsweek Magazine's* coverage of timely events as evidenced by the picture's story of subversive activities in the United States.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR
"FATHER'S LITTLE DIVIDEND"
A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

Paramount Presents
Appointment with DANGER
with
Alan Ladd · Phyllis Calvert
in person
LOUIS JORDAN
AND HIS ORCHESTRA
THE JAYWALKERS
Bill Davis • Peggy Thomas
THE JORDANETTES
TEDDY HALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

WHAT IS THE THING?
HOWARD HAWKS' Production
"THE THING"
from Another World
NOW!
CRITERION Bway & 45th St.
50c to Noon Mon. to Fri. (Exc. Hols.)

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SETS NEW SIX-YEAR RECORD IN FRISCO!

Read Press-Time Reports Below of M-G-M's Sensational New Hit!



"GOOD NEWS DEP'T: 'THE GREAT CARUSO' M-G-M's 'The Great Caruso' in its Pittsburgh opening, at Loew's, on Friday rolled up a gross 30 per cent better than that scored earlier by 'Father's Little Dividend,' which is no slouch of a picture either . . . And 'Caruso' also topped 'Dividend' in its opening at the State, St. Louis, Friday, while at the RKO Grand, in Cincinnati, the Mario Lanza vehicle opened to the biggest non-holiday take since the first of the year . . . "

—FILM DAILY, April 30th

CARUSO

EVERY DAY MORE GOOD NEWS!

SAN FRANCISCO best non-holiday weekday opening in 6 years!

CHICAGO best M-G-M opening in 2 years!

SAN JOSE best opening in 4 years!

OAKLAND second only to "Annie Get Your Gun" in recent years!

SAN DIEGO best opening in months!

SEATTLE first 4 days top miraculous "Annie Get Your Gun" by $1000!

MEADVILLE, Pa. tops "Annie ' first 3 days!

UNIONTOWN, Pa. first 4 days top record-breaking "Royal Wedding" biz!

LEXINGTON, Ky. first 4 days top "King Solomon's Mines"!

COLUMBUS, O. first 3 days top "King Sol"!

M-G-M presents "THE GREAT CARUSO" starring MARIO LANZA • ANN BLYTH • DOROTHY KIRSTEN JARMILA NOVOTNA • BLANCHE THEBOM • with Teresa Celli • Richard Hageman • Carl Benton Reid • Color by TECHNICOLOR • Written by Sonya Levien and William Ludwig • Suggested by Dorothy Caruso's Biography of Her Husband • Directed by Richard Thorpe • Produced by Joe Pasternak • Associate Producer Jesse L. Lasky

National Pre-Selling

WOMAN'S HOME COMPANION, for June, will contain the results of its seventh annual poll in which the magazine's readers are asked to name their favorite movie star. This is the year of the big shake-up, they say, because there have never been so many changes in 12 short months. The readers' choice, in order of preference, were:

For first place, Bette Davis and Clark Gable; second place, June Allyson and Bing Crosby; third, Irene Dunne and James Stewart, fourth, Greer Garson and Spencer Tracy. Gloria Swanson was given a special award for her performance in "Sunset Boulevard." The magazine has some editorial comment on the changes in comparison with standings in previous years. The advertising pages include a color portrait of Bette Davis, from Lustre-Creme shampoo, which is exactly in line with the poll.

•

Linking television and the motion picture industry in an unusual search for new talent, Universal-International Pictures and National Broadcasting's weekly network television show, "Hollywood Screen Test" have developed a six-week talent quest in 11 cities, as promotion for the forthcoming U-I picture, "Hollywood Story." Winners selected in each city will be brought to New York over a period of five weeks beginning May 21, to appear on the program sponsored by Ironrite and "emceed" by Neil Hamilton, Hollywood actor. Over 100,000 entry blanks will be distributed by Ironrite dealers and local television stations will help make the initial eliminations in their own areas. The film, starring Richard Conte, is scheduled for June release.

•

Following up the successful 25-city tour initiated by Morgan Hudgins of M-G-M's studio publicity department, M. L. Simons, assistant to H. M. Richey, will give the same lecture and slide-film demonstration on "Quo Vadis" to exhibitor groups at their various conventions, including local newspaper contacts. He appears this week before Arkansas theatre owners in Little Rock, and next week at the Georgia Theatre Owners convention at Atlanta. The program includes demonstration and proof of M-G-M's claim that the new "Quo Vadis" is the most costly film ever made, and the picture which they believe is most likely to win top honors this year.

•

Three weeks of concentrated radio and television appearances by Coleen Gray have been hitting top network programs with plugs for "Lucky Nick Cain" as an original promotion for this new 20th Century-Fox picture now playing at the Globe Theatre here. Miss Gray has appeared on The Starlight Theatre, CBS-TV; Colgate Comedy Hour, NBT; Buddy Rogers Show, WOR; Stork Club, CBS-TV; Wayne Howell, NBC, and the Jane Pickens show, NBC. She is scheduled to appear with Tex and Jinx, NBC; Strike It Rich, CBS; Barbara Wells Show, WOR, and the Lux Theatre, CBS, in addition to a number of local Metropolitan radio stations.

Review

"Mr. Imperium"

(Metro-Goldwyn-Mayer)

OBVIOUSLY intent on making Ezio Pinza's screen debut worthy of the mature opera star who two years ago ascended overnight to the heights of popularity for his achievements in "South Pacific" on the Broadway stage, M-G-M teamed him with Lana Turner in "Mr. Imperium," got Harold Arlen and Dorothy Fields to provide the film with the fruits of their songwriting talents, and topped it all off with characteristic M-G-M production opulence, in Technicolor.

What meets the eye here in terms of production values is indeed delightful, and what vocalizing is done by Pinza and the lovely Miss Turner is equally compelling. It is more than a mild disappointment therefore, to find that the producers employed a tenuous and basically threadbare story plot to support audience interest once all else has been taken for granted. For all of Miss Turner's blonde beauty and Pinza's enthusiastic middle-aged charm, and notwithstanding Don Hartman's exercise of directorial acumen, the 87 minutes it takes to set forth this sugar-coated, melodic romance between a prince and a commoner are leisurely in the extreme. Hence, it should be apparent that what this picture achieves box-office-wise will be due mainly to the curiosity and interest held for Pinza, plus Miss Turner's own marquee strength.

In selling the picture, the wisest course would seem to be to refain from making extravagant claims in behalf of the story and let the stars' magnetism be reflected fully in advertising and promotional copy.

The story opens in 1939 in Italy where Miss Turner, a nightclub singer, finds herself romanced by Pinza, the incognito heir to a European throne, who calls himself Mr. Imperium. Hardly has their affection for each other blossomed fully when political turmoil in his country forces him to return to it, thus putting an end to their balcony meetings by the Mediterranean, small talk, trips to the country and song-making.

Twelve years later, we find the songstress has become a famous Hollywood star. The two renew their romance at a secluded Palm Springs resort, and just when things are getting to be like old times the prince is again called to serve his country, leaving the lady with only her platonic feelings for a film producer (Barry Sullivan) to fall back on. Slim supporting roles are filled by Marjorie Main, Sir Cedric Hardwicke, Debbie Reynolds and Ann Codee, as well as Sullivan. Edwin H. Knopf, who produced co-authored the screen play with Hartman, using a play by the former as a springboard. Johnny Green's musical direction is effective and the songs, particularly one titled "Andiamo," should enjoy a measure of popularity.

Running time, 87 minutes. General audience classification. Release date, June 15.

CHARLES L. FRANKE

Ed Sullivan, columnist and television star, has been added to the roster of judges for the special "Follow the Sun" contest which is under way as part of current exploitation for the run of the picture at the Roxy Theatre. Matched sets of golf clubs will be given for the best letters on "The Most Thrilling Sports Story I Know." Other judges are: Grantland Rice, Bill Stern, Mel Allen and A. J. Balaban, executive director of the Roxy. Winners will be announced at the close of the Roxy engagement.

•

Life, Look *and* Seventeen *magazines, plus several of the fan publications, have set special picture layouts and feature stories on Paramount's "Golden Circle" group of young players, which was announced in Los Angeles to a group of 225 select radio, press and magazine people at a special luncheon, recently. Norman Siegel, director of studio publicity for Paramount, says plans for the "Golden Circle" group will put into operation ideas voiced by various exhibitor associations, but which never before went beyond the discussion stage. He underscored the ticket-selling significance and said the 13 young players have already stimulated public-opinion forming media. The young stars will be introduced to the press, exhibitors and the public with a series of nationwide appearances, by a special plane tour and a big publicity build-up.*

•

Dell Publishing Co. is mailing out direct advertising with the statement that in 1950, for the fourth successive year, *Modern Screen* led all film fan magazines in newsstand sales throughout the country. Bette Davis was one of the "top-12" selected in a *Modern Screen's* poll.

WALTER BROOKS

20th to Salute Paris With N.Y. Reception

Joining with other local groups which will salute the 2,000th anniversary of Paris this week, 20th Century-Fox will give in New York today an "On the Riviera" party for entertainment, social and political figures, members of the press and French representatives. The affair will be highlighted by a special showing of 20th's "On the Riviera," starring Danny Kaye, Gene Tierney and Corinne Calvet.

The day's activities will start with an excursion around Manhattan Island on the sightseeing boat *S. S. Normandie*, to be followed by cocktails, dinner and the screening at Bill Miller's Riviera.

Houser Joins RKO As Studio Publicist

HOLLYWOOD, May 7.—Mervyn Houser will join RKO Pictures publicity department here on May 14 as assistant to Perry Lieber, studio publicity head, succeeding Linn Unkefer, who will have charge of magazine publicity.

Houser held a similar post at the Warner studio and resigned recently. No successor to Houser at WB has been named.

Dave Black of Republic

Dave Black, a film salesman in Republic's New York branch for the past 15 years, died suddenly of a heart attack Sunday morning and was buried yesterday at Montefiore Cemetery. He is survived by a sister, Mrs. Frances Drubit, and a brother, Dr. I. Black.

'Show of Future' Has Ills of Past

London, May 7.—A demonstration program for newsmen at the Festival of Britain's Telekinema Theatre, purporting to reveal what the Show of the Future will be, was somewhat marred by a sound break-down during the big screen television preview.

The program also included stereoscopic sound and film, with the aid of spectacles worn by members of the audience. Following the press preview, several pairs of the polarized spectacles (five shillings each) were not recovered.

TV Novelty Wearing Off, Students Hold

Twelve hundred students from the junior high schools of Greater New York, with a special panel of six as leaders, resolved that the influence and "enjoyment of movies is as great as ever", and that the novelty of television is wearing off, in a discussion of the subject, "Is the Influence of the Movies Still Great" on a *New York Times* Youth Forum over radio station WQXR here.

Dorothy Gordon, *Times* staff member, served as moderator, and Bosley Crowther, motion picture critic of the paper was commentator.

Teenage Habits

The discussion not only covered films in their relation to television, but also devoted attention to the motion picture habits of teenagers as compared to those of adults, the effective way that "crime does not pay" has been presented in films, the attraction of a star as opposed to that of the content of the story, the importance of the motion picture with educational value, and the improved quality of motion pictures that would result from competition with television.

A substantial majority of the students reported they were now attending motion pictures just as often as before television became available.

Press to Virginia On 20th-Fox Junket

NORFOLK, Va., May 7.—At the invitation of Admiral William Fechteler, Commander-in-Chief of the Atlantic fleet, newspaper, magazine, radio and trade press representatives will journey to Little Creek, Va. on May 24 for the world premiere of 20th Century-Fox's "The Frogmen". Remaining through May 25, the contingent will take part in the first public demonstration of the activities of underwater demolition teams, whose story is told in the film. General Mark Clark and Assistant Secretary of the Navy John T. Koehler will be on hand.

The world premiere of "The Frogmen," which stars Richard Widmark, Dana Andrews and Gary Merrill, will take place at the Navy base on the night of May 24, before the "frogmen". Naval and military leaders, newsmen and a host of dignataries including Morris F. De Castro, Governor of the Virgin Islands, where part of the picture was filmed.

NPA Changes

(Continued from page 1)

original M-4 Control Order than site clearing or demolition. Until now, some actual building on the new project was required.

The other change is more confusing. This permits installation of "personal property, fixtures or equipment where the total cost incurred for installation in any consecutive 12-month period does not exceed $2,000. This $2,000 of installations costs is over and above the $5,000 of permissive construction per year, and in most cases will be helpful, but the catch is that it also is an absolute limit on the amount of installation of personal property and fixtures.

For example, before Friday if an exhibitor had wanted to do a major alteration job costing $5,000 and also to spend about $1,500 installing some new fixtures, he would have had to cut back somewhere so the total for both was under $5,000. Under the new order, he could do both.

But suppose an exhibitor wanted to spend $2,500 installing new equipment. Under the old order, he could have taken that out of the $5,000. Under the new order, he can spend only $2,000 on installation costs—he can not take the additional $500 out of the $5,000. The $5,000 is now reserved exclusively for the cost of real property—as distinct from installation costs—and for actual major construction.

Still a further complicating factor is what constitutes "fixtures and equipment." NPA's film office recently made public a list of what items of theatre equipment were personal property and what items were real property. The need for this list is the fact that the original cost of personal property—again, as distinct from installation costs—is not counted against the exhibitor, while the original cost of real property comes out of the $5,000 limitation.

Under the new order, this situation is unchanged, but now the installation costs of some items of real property will come out of the $5,000 figure while the installation cost of other items comes out of the $2,000, along with the installation cost of personal property items. The difference is whether the real property item seems to be primarily "construction" or primarily a "fixture."

For example, drive-in fencing or a theatre marquee, classed as real property, comes under the heading of construction, and their installation costs would come out of the $5,000 construction limit. Box-type air conditioners, however, are classed as "fixtures," and their installation costs come out of the $2,000. NPA officials said they were not yet ready to say which real property items were "fixtures" and which were not, but that they hoped to have a special interpretation ready by the end of the week.

Here is the situation in capsule:

Original cost of real property, whether "construction" items or "fixtures," comes out of the $5,000. Installation cost of real property classed as "construction" items comes out of the $5,000. Installation cost of real property classed as "fixtures" comes out of the $2,000. Original cost of personal property is not counted anywhere. Installation cost of personal property comes out of the $2,000.

Reviews

"Home Town Story"

(Metro-Goldwyn-Mayer)

"HOME TOWN STORY" is a drama about a crusading editor who sets out to combat the evil of big business but soon learns of its many virtues. There is a certain grass-roots sincerity to the film and its lessons are informative. But as screen entertainment it is weakened by a lack of originality in narrative development.

Jeffrey Lynn heads the cast as a defeated state senator who returns to his home town to assume the editorship of the local paper. In his editorials he keeps up a running battle with "big business," stressing the theme that "the profit system is getting out of hand." Arthur Pierson's screenplay has worked into the story a romance between Lynn and Marjorie Reynolds, a schoolteacher.

One day an accident strikes and Lynn's perspective undergoes a complete transformation. His little sister, Melinda Plowman, gets trapped in a mine shaft following a landslide. Soon the giant wheels of big business start rolling to the rescue. Somewhere between the bulldozer that digs into the debris to the plane that carries the child to the distant hospital where she is saved, Lynn sees the error of his judgment. The picture ends happily as Lynn pounds out a story about the profit system. Others in the cast include Alan Hale, Jr., a reporter, and Donald Crisp, a business tycoon. Pierson also produced and directed.

Running time, 61 minutes. General audience classification. Release date, May 18.

MANDEL HERBSTMAN

"Sante Fe"

(Columbia)

AN outdoor action drama, "Santa Fe" uses as background the dissension between Northerners and Southerners in the aftermath of the Civil War. Randolph Scott and Janis Carter share the lead in this Scott-Brown production which is good in production values, including Technicolor, but is conventional in plot framework.

The story opens with Scott and his three brothers finding that they are still disliked in some Northern sections for having worn the grey of the Confederates during the war. Scott is bent upon forgetting the bitter past, joins up as a railroad worker and advances rapidly. While he devotes himself to the construction of the Sante Fe, his brothers are opposed to Northern enterprise. They join up with a hoodlum gambler, Roy Roberts, and together they prey on the construction crews.

Irving Pichel, who has a small part in the film, also directed, keeping the bullets and fists flying. One by one the three brothers pay the wages of crime. In a showdown on a moving train Scott and Roberts have their final battle with the villain going to his doom. At last the railroad is completed and Scott and Miss Carter go off together for a happy future. The screenplay, fashioned by Kenneth Gamet, has several other aspects, among them the killing of a Union soldier by the brothers, and aroused Indians on the rampage. Harry Joe Brown produced.

Running time, 89 minutes. General audience classification. April release.

M. H.

Schwalberg Dinner

(Continued from page 1)

monial committee and vice-president of Paramount Film Distributing Corp.

More than 1,500 invitations to the dinner have been sent, with every leading exhibitor in the U.S. and Canada, as well as representatives of the trade press included. Paramount's Adolph Zukor, Barney Balaban and Y. Frank Freeman have indicated their desire to be present.

Those who already have accepted bids are:

Joseph Seider, Wilbur Snaper, Walter Reede, Jr., Martin J. Mullin, Samuel Goldstein, Ed Lachman, Russell Downing, Mitchell Wolfson, Harry Brandt, William Goldman, Frank Walker, J. J. O'Leary, George Zeppos, E. C. Prinson, William Bein, Jack Rose, J. C. Hunter, John Fitzgibbons.

Safron District Manager

Jerome Safron is United Artists' Eastern district manager, in charge of Boston, where Harry Segal is branch manager; New Haven, where Joseph Callahan is manager; Philadelphia, John Turner, manager; Washington, E. W. Sweigart, manager, and Pittsburgh, where M. Trautenberg is manager. Through a typographical error, Safron was mentioned yesterday in these columns as a branch manager.

UPT TV Report

(Continued from page 1)

the price would be" for the two stations or "whether CBS actually has a deal with ABC."

However, Goldenson replied in answer to a question whether UPT is interested in acquiring "any" television stations, that the company is interested "in developing in any way consistent with the good of the business."

In his recent annual report to stockholders, Goldenson revealed that UPT has $10,000,000 available for investment in television or other business expansion. Last week, UPT announced that it had placed orders for large screen television equipment in 22 additional theatres. It has such equipment now in three of its theatres. UPT owns one TV station, WBK-TV, Chicago.

Under Federal Communications Commission regulations, CBS would be required to dispose of ABC's New York and Los Angeles TV stations if it concluded a purchase of ABC. A network is not permitted ownership of more than a single station in our city and CBS now owns WCBS-TV, New York, and KTSL-TV, Los Angeles. In addition, a network is restricted to a total of five TV stations. CBS would be able to retain ABC's WENR-TV, Chicago; WXYZ-TV, Detroit, and KGO-TV, San Francisco.

Para.

(Continued from page 1)

be released by Paramount from July through December. In addition, it highlighted product beyond that time completed or currently in production.

Pointing up box-office confidence, these 15 constitute Paramount's "answer to exhibitor demands for quality and quantity product as a solution to current industry problems."

"This approach will be extended to include national and consumer advertising as well as trade paper inserts," Pickman concluded, "and will be in addition to regular trade advertisements for each individual picture."

The monthly announcements of product will be "kicked off" on May 15 with an ad that will highlight Billy Wilder's "Ace in the Hole" and the Pine-Thomas Technicolor film, "Passage West," both July releases. The August releases will be announced on June 1, the September releases on July 1, the October releases on August 1, the November releases on September 1 and the December releases on October 1. Each ad, however, will contain a listing of the entire six months product, Pickman said.

Bisdale to Assist Paramount's Morgan

Joseph A. Bisdale, supervisor of newsreel print operations, has been promoted to assistant to Oscar A. Morgan, Paramount's general sales manager of short subjects and Paramount News. He replaces Stanley Chase who resigned to go into business in Washington.

Industry Group At Chakeres Tribute

CINCINNATI, May 7.—Leaders of the industry and civic officials gathered here for the testimonial dinner given tonight to Phil Chakeres, Springfield, Ohio circuit operator at the Hotel Netherlands Plaza. Chakeres, who was named "Exhibitor of the Year" by *Look Magazine*, was honored by Variety Club Tent No. 3 as a pioneer showman.

Among those invited were governors Frank J. Lausche of Ohio and Lawrence Wetherby of Kentucky and Mayor Alfred Cash of Cincinnati. Spyros P. Skouras, president of 20th Century-Fox; and the following industry delegation from New York: Al Lichtman of 20th Century-Fox; Robert Mochrie, RKO Radio; Alfred E. Daff, Charles J. Feldman, Maurice A. Bergman, Charles Simonelli and Al Horwits of Universal; Jules Lapidus of Warner Brothers, and others. Robert Q. Lewis, CBS radio-TV star, was master-of-ceremonies.

The acquisitions of those three TV stations are reported to be the sole reason for CBS's interest in making what is estimated to be a $28,000,000 deal for ABC. CBS also would be required to dispose of the ABC radio network. It has been reported that CBS hopes to get back $18,000,000 to $20,000,000 of the purchase price for the ABC radio and TV properties it would have to dispose of. Observers said this would indicate that the New York and Los Angeles TV stations might be expected to bring $5,000,000.

All phases of the deal, including any participation by UPT, would have to have the approval of the FCC.

Warners

(Continued from page 1)

that yesterday's session of its members and their attorneys was designed primarily to prepare a formal agreement for discussion and possible signing during the joint meetings with the Warners beginning today.

Jack L. Warner, who has agreed to continue as head of the studio for six months following the stock sale to the Lurie syndicate, arrived here from the Coast over the weekend to sit in at the meetings starting today. H. M. and Albert Warner were already on the scene here.

Meeting with Lurie yesterday were Charles Allen and Samuel Ungerleider, brokers and originators of the deal, with their partners, Al Goetz and Al Leeds. Attorneys and representatives of the Transamerica Corp., a participant in the syndicate, also attended yesterday's meeting.

British Communists Attack Hollywood Films as Enemies of Reds' Objectives

London, May 7.—While Congressional committees in the U. S. probe for Communist links with Hollywood, the Communist Party here is busy urging the outlawing of American films as obstacles to the expansion of Communism and dangerous propaganda for the American way of life.

At a recent conference here of the National Cultural Committee of the Communist Party, Sam Aaronovitch, secretary, purported to quote the wife of one of the "Hollywood 10" to the effect that American motion pictures such as "Kiss the Blood Off My Hands," "White Heat," "Brute Force" and "Gun Crazy" "helped prepare American boys to fight 'the ugly war' in Korea."

"Let us be clear," Aaronivitch commented. "They are meant to brutalize British lads for war, too."

Other speakers charged that American films are designed to break down all barriers to U. S. domination of the world; have captured the British film industry without opposition, and disdain "really great picture themes."

Two such great themes mentioned at the meeting were the birth of the cooperative movement and the so-called Tolpuddle Martyrs who are held to represent the genesis of the British trade union movement.

Elmira, N. Y., Puts 5% Tax Into Effect

BUFFALO, May 7.—A local admission tax of five per cent has become effective in Elmira, N. Y., along with a three per cent tax on utility bills and a five per cent levy on rent in hotels, rooming houses and tourist homes.

Elmira is the second city in this area to take advantage of the state-granted power to impose an admission tax on the local level. Binghamton has been collecting a similar levy for more than a year.

Arthur Loew Will Address MGM Meet

Arthur M. Loew, president of Loew's International; Howard Dietz, M-G-M vice-president and director of advertising-publicity; Silas F. Seadler, advertising manager; Dan S. Terrell, in charge of field press representatives, and John Joseph, publicity manager, will be speakers tomorrow at the final meeting of M-G-M field sales managers at the Astor Hotel here.

Yesterday, at the opening session, presided over by William F. Rodgers, sales vice-president, informal discussions were held by Rodgers, field sales managers and home office aides. Rodgers stated that "Teresa" has been definitely scheduled for July 27 release nationally.

Studio Workers Pay Rose in March

HOLLYWOOD, May 7.—Average weekly earnings of craft workers in studios were $104.04 in March, according to a monthly report of the California Department of Industrial Relations.

This compares with $99.69 in February, and with $97.60 in March 1950.

'Nightingale' Preview

The community relations department and the advisory unit for foreign films of the Motion Picture Association of America sponsored a preview of "The Emperor's Nightingale" last evening at the Museum of Modern Art here. The film will have its American premiere on May 12th at the Trans-Lux 60th Street Theatre.

Raad Acquires 15 W. Virginia Houses

SALEM, W. Va., May 7.—Joseph M. Raad, formerly an exhibitor, but more recently engaged in other lines, has acquired a controlling interest in 15 theatres in the state, which he will form into the JUR Circuit, with headquarters at Wellsburg, W. Va.

The theatres were acquired from the Southern division of the Alpine Circuit, headed by Albert Urling, and include the Alpine at Ripley, Alpine, Ravenswood; Alpine, Gassaway; Alpine, Sutton; Alpine and Trail, East Rainelle; Alpine at Hundred; Alpine, Elkdale; Labelle, South Charleston; Victory, Spring Hill; Alpine and Star, Wellsburg; Cowen at Cowen; Boone at Whitesville and the Auditorium at Richwood.

Scrolls to Oldtimers

Hollywood stars of yesteryear will participate in a special tribute to Hollywood by New York City's Mayor Impellitteri and Commissioner of Commerce Shirley at the Museum of Modern Art tomorrow evening in connection with an invitational preview of Universal - International's "Hollywood Story." A scroll will be presented by the Mayor to several oldtime stars.

Richey to Accept Awards

GRAND RAPIDS, Mich., May 7.—The "Citations of Merit" awarded by the American Institute of Decorators to four M-G-M studio set decorators were accepted here today in their behalf by Henderson M. Richey, exhibitor relations director. Cited were Edwin B. Willis and Dick Pefferle, for their sets in "Nancy Goes to Rio," and Willis and Jack M. Moore, for "The Forsyte Woman."

'Red' Aim Missed

(Continued from page 1)

a solid chain of control of the unions —skilled labor, writers and artists." That control was never obtained, he adds.

"Today, the danger has been removed," the Pennsylvania Republican concludes. "The motion picture industry is on its guard to prevent any Communist taint."

Warner Newsreels For Classroom Use

BALTIMORE, May 7.—Newsreel films prepared and distributed by Warner Pathe News of New York, and consisting of a monthly series of current-event films, are being shown to Maryland school children as a new project starting this week. The basic idea is to let the students become more informed about news of the day by seeing the newsreels in their classrooms.

The reels are previewed and approved by leading city and state educators as another step forward in the field of audio-visual instruction, described as a rapidly-expanding development in education.

Einfeld Confers on Argentine Problems

Prior to his departure for Chile, Charles Einfeld, vice-president of 20th Century-Fox, yesterday met with U. S. Ambassador Ellsworth Bunker on film distribution problems in Argentina, the company was informed here yesterday from Buenos Aires. Also in the discussion were plans for the forthcoming production of the company's "The Way of a Gaucho," which is to be filmed in Argentine.

Over the weekend Einfeld was feted at dinner by a delegation of Buenos Aires exhibitors, during which the 20th Century-Fox executive told the theatre owners that the company's president Spyros P. Skouras, was making every effort to send more American films to Argentine theatres.

Para. Signs Hammerstein

HOLLYWOOD, May 7. — Paramount has announced the signing of William Hammerstein, general manager of Leland Hayward Enterprises, as producer. He will make musicals.

Industry in Defense

(Continued from page 1)

vision. As compared with the neglect of theatres and films.

He also cited CDA's decision to have comparatively small producers make the 16mm. films. In view of Hollywood's record in the last war he declared the majority could be counted upon to make finished films acceptable for showing in the nation's 18,000 theatres.

UA Plan

(Continued from page 1)

sion and district meetings, supervised by Heineman and Max E. Youngstein, UA vice president and director of advertising-publicity, which were attended also by Bernard Kranze, Heineman's executive assistant, Nat Nathanson, Eastern-Canadian manager; Milton E. Cohen, Western-Southern manager and district managers Moe Dudelson, William Laird, Charles Chaplin, J. J. O'Loughlin, Fred Myers, James Velde and Jerome Safron.

UA to Distribute 'River' On Roadshow Policy

United Artists has acquired distribution rights for Kenneth McEldowney's Technicolor production of "The River," directed by Jean Renoir. It will be shown on a two-a-day, reserved seat basis, receiving a campaign comparable to "Red Shoes," it was announced by Arthur Krim, UA president.

Announcements will be made soon of the world premiere and other key city bookings.

Academy Award Trips for 'Cyrano' Contest Winners

The launching of a "Cyrano Oscar Derby" contest for exhibitors and United Artists branch managers was announced yesterday by United Artists and the Stanley Kramer Organization.

The contest begins with the national release of the picture on July 20.

New Variety Clinic As Tribute to Barron

WASHINGTON, May 7.—The Variety Club of Washington, Tent No. 11, has pledged a new $115,800 out-patient clinic to Children's Hospital here in memory of the late Carter Barron. This will be the largest single welfare project the tent has ever undertaken. The new clinic will be named the Variety Club Carter Barron Memorial Clinic.

Barron was Eastern district manager for Loew's for many years and a leader in Washington film and civic affairs. The government has already named a public amphitheatre in Rock Creek Park after him.

Slocum Heads

(Continued from page 1)

Morris Loewenstein, president of the Oklahoma unit of the Theatre Owners of Amercia, has sent to members of the regional the envelopes being used to collect from theatres the dues required by the Council of Motion Picture Organizations. In a letter accompanying the envelopes, Loewenstein reminds the members that the decision to join COMPO rests with the individual theatre owner. "If you desire to do this, don't delay," he states, "as they are badly in need of immediate support."

Loewenstein reported also to the membership that the two-minute United Cerebral Palsy drive trailer has been approved by the TOA. He added that "inasmuch as it does not bind you to hold a theatre collection, we recommend that you run it. Your cooperation will be appreciated."

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS	LIPPERT
Apr. 1	(Apr. Releases) VALENTINO (Color) Anthony Dexter Eleanor Parker D—105 min. (Rev. 2/16/51)							Gloria Films— (I. G. Goldsmith) THE SCARF John Ireland Mercedes McCambridge D—86 min. (Rev. 3/19/51)	(Rob't. Tansey) BADMAN'S GOLD D			
Apr. 8	SANTA FE (Color) Randolph Scott O—89 min.	FATHER'S LITTLE DIVIDEND Spencer Tracy Elizabeth Taylor CD—82 min. (Rev. 2/21/51)	CANYON RAIDERS Whip Wilson O (5151)	(Apr. Releases) MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50)	THUNDER IN GOD'S COUNTRY Rex Allen Mary Ellen Kay O—67 min. (5052) (Rev. 4/17/51)	KON-TIKI Thor Heyerdahl Doc—72 min. (Rev. 3/22/51)	(Apr. Releases) YOU'RE IN THE NAVY NOW Gary Cooper Jane Greer CD—93 min. (Rev. 2/23/51)	(Rob't. Stillman) QUEEN FOR A DAY D—107 min. (Rev. 3/21/51)	(Peter Cusick) THE LONG DARK HALL Rex Harrison Lilli Palmer D—86 min. (Rev. 3/8/51)	(Apr. Releases) UP FRONT David Wayne Tom Ewell C—92 min. (Rev. 3/2/51)	RATON PASS Dennis Morgan Patricia Neal O—84 min. (021) (Rev. 2/27/51)	
Apr. 15	FURY OF THE CONGO Johnny Weissmuller D—69 min. (Rev. 2/20/51) (Reissue)	SOLDIERS THREE Stewart Granger Walter Pidgeon CD—83 min. (Rev. 3/13/51)				MY FORBIDDEN PAST Ava Gardner Robert Mitchum D—81 min. (Rev. 3/21/51)	I CAN GET IT FOR YOU WHOLESALE Susan Hayward Dan Dailey D—91 min. (Rev. 3/14/51)	(S. P. Eagle) WHEN I GROW UP Robert Preston Martha Scott D—90 min. (Rev. 4/13/51)	SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min.	DOUBLE CROSSBONES (Color) Donald O'Connor C—76 min. (Rev. 11/20/50)		STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Apr. 22	REX, KING OF THE WILD HORSES O—66 min. (Rev. 3/14/47)	THE GREAT CARUSO (Color) Mario Lanza Ann Blyth MD—109 min. (Rev. 4/13/51)			FIGHTING COAST GUARD Brian Donlevy Ella Raines D		FOURTEEN HOURS Paul Douglas Richard Basehart D—92 min. (Rev. 3/1/51)	(Sherrill Corwin) THE MAN FROM PLANET X Robert Clark D—78 min. (Rev. 3/13/51)	(J. Arthur Rank) OLIVER TWIST Robert Newton Alec Guinness D—105 min. (Rev. 4/30/51)		ONLY THE VALIANT Gregory Peck Barbara Payton O—105 min. (Rev. 3/6/51)	
Apr. 29	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51)	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C (5112)		BUCKAROO SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)	TOKYO, FILE 212 Florence Marly D—84 min. (Rev. 4/24/51)		(Rob't. Stillman) TRY AND GET ME Kathleen Ryan Lloyd Bridges D—92 min. (Rev. 12/6/50)	(Wm. Dieterle) VOLCANO Anna Magnani D—110 min.			DANGER ZONE H. Beaumont Edward Brophy D (Release: 4/20/51)
May 6	WHEN THE REDSKINS RODE (Color) Jon Hall Mary Castle O—78 min. HER FIRST ROMANCE Margaret O'Brien Jimmy Hunt C—73 min. (Rev. 5/3/51)		BLAZING BULLETS Johnny Mack Brown O—51 min. (5142)	(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51)			(May Releases) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51)	(Doug. Sirk) THE FIRST LEGION Charles Boyer Ivie Bettger D—86 min. (Rev. 4/11/51)		(May Releases) THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51)	I WAS A COMMUNIST FOR THE FBI Frank Lovejoy D—83 min. (Rev. 4/19/51)	PIER 23 H. Beaumont Ann Savage D (Release: 4/27/51)
May 13	SMUGGLER'S GOLD Cameron Mitchell Amanda Blake D—64 min.	HOMETOWN STORY Donald Crisp Jeffrey Lynn Marjorie Reynolds D	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)		IN OLD AMARILLO Roy Rogers Penny Edwards O HONEYCHILE (Color) Judy Canova Eddie Foy, Jr. MC WELLS FARGO GUNMASTER Allan "Rocky" Lane O	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D—90 min. (Rev. 4/24/51)	RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(Irving Allen) NEW MEXICO (Color) Lew Ayres Marilyn Maxwell D—76 min. (Rev. 5/3/51)	(Herb. Wilcox) ODETTE Anna Neagle Trevor Howard D—105 min. (Rev. 1/4/51)	SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)		ROARING CITY H. Beaumont R. Travis D (Release: 5/4/51)
May 20	SNAKE RIVER DESPERADOES Charles Starrett Smiley Burnette O—54 min.	GO FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	ACCORDING TO MRS. HOYLE Spring Byington D—60 min. (5122)			JUNGLE HEADHUNTERS (Color) Documentary		(S. P. Eagle) THE PROWLER Van Heflin Evelyn Keyes D—92 min. (Rev. 5/2/51)			GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	
May 27	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D		NEVADA BADMEN Whip Wilson O—58 min. (5152)		FUGITIVE LADY Janis Paige Binnie Barnes D		(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—98 min. (Rev. 5/4/51)		(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51)		KENTUCKY JUBILEE J. Colonna J. Porter M—75 min. (Release: 5/18/51)
June 3	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. CHINA CORSAIR Jon Hall Lisa Ferraday D	THE PEOPLE WE LOVE Ray Milland John Hodiak D		(June Release) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)		HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D	THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—92 min. (Rev. 3/6/51) AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD		(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min.		ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)	
June 10	SILVER CANYON Gene Autry O	MR. IMPERIUM (Color) Lana Turner Ezio Pinza M—87 min.	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)			BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)		(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min.		(Jack Schwarz) THE HOOOLUM Lawrence Tierney D		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

WHAT A LINE-UP!



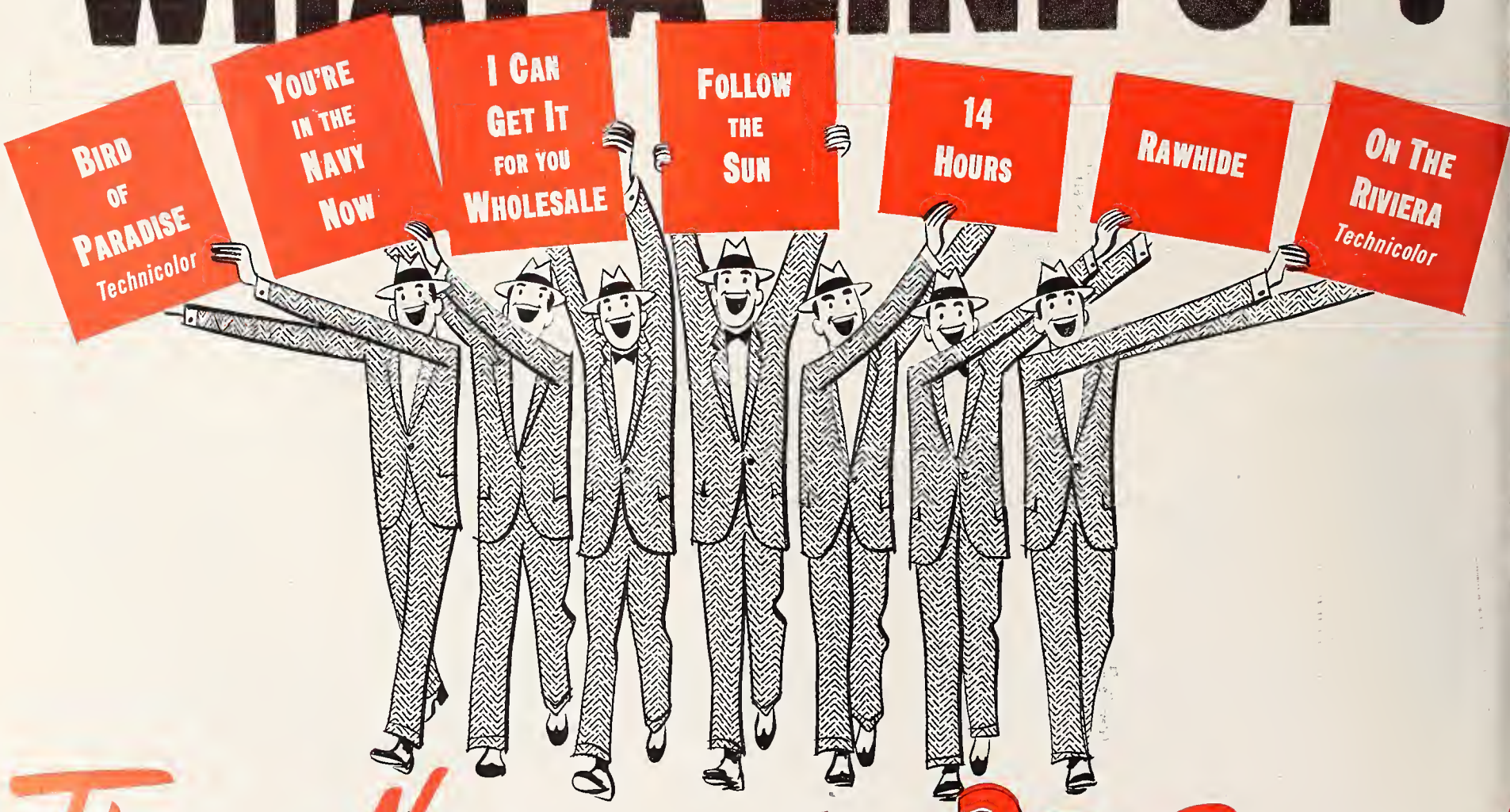
READY FOR YOU IN JULY!

The sensational best-seller that tells what happens when girls leave home — for the first time!

Take Care of My Little Girl

color by Technicolor

WHAT A LINE-UP!



There's No Business Like 20th Business!

CENTURY-FOX

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 89 NEW YORK, U. S. A., TUESDAY, MAY 8, 1951 TEN CENTS

Lurie Here to Close Deal With Warners

Syndicate Drafts Offer; Negotiations on Today

With the arrival here yesterday of Louis R. Lurie of San Francisco, the deal for purchase of the entire stockholdings of the three Warner brothers and their families in the company they founded entered its closing stage.

Associates of Lurie's in the syndicate which has offered $15 a share for the Warners' estimated 25 per cent interest in the company, representing a purchase price in excess of $25,000,000, were closeted with him in an all-day meeting yesterday. The joint meetings with the three Warner brothers and their attorneys are scheduled to begin today.

A spokesman for the syndicate said

(*Continued on page 6*)

Take UA Plan to Branch Offices

United Artists branch managers will review the company sales convention in their respective 32 branch offices, utilizing a full day to acquaint bookers and salesmen with the product lineup and the sales policy laid down for each picture, it was announced here yesterday by William J. Heineman, sales vice-president.

Last week's Chicago sales meet, UA's first in five years, covered the entire sales program of its current release schedule, and introduced the sales organization to a combined chart of both its own and its recently acquired Eagle Lion Classics product.

The sales meet wound up with divi-

(*Continued on page 6*)

Name E. R. Slocum Head of TOO Board

OKLAHOMA CITY, May 7.—E. R. Slocum, of Rocket Theatre, Elreno, today was appointed chairman of the board of Theatre Owners of Oklahoma at a board of directors meeting at the Variety Club room here.

J. C. Hunter, retiring chairman, and also regional vice-president of the Theatre Owners of America reported on the recent TOA executive meeting held in Washington, D. C.

(*Continued on page 6*)

Special Promotion For Paramount's Six-Month Lineup

Paramount's product lineup for the second half of 1951 will be highlighted for exhibitors and the moviegoing public through a specially designed advertising campaign that will continue until all the pictures are well into release, according to Jerry Pickman, national director of advertising publicity exploitation.

Scheduled to appear at regularly spaced intervals, the ads that make up this campaign will announce the pictures for a given month, indicate salient selling angles of approaching releases and report the box-office performance of those already in release, it was said.

Keyed to the theme "More-Bigger-Better Pictures," the campaign was launched May 1 with a four-page ad detailing the 15 important features to

(*Continued on page 5*)

Invite 1,500 to Schwalberg Dinner

Friends and associates of A. W. Schwalberg will honor the Paramount Film Distributing Corp. president with a testimonial dinner on May 15 at the Hotel Waldorf-Astoria, New York in recognition of his contribution to the industry during his 30 years of service.

Louis Nizer will serve as toastmaster, and Robert J. O'Donnell, vice-president of Interstate Circuit will be master of ceremonies, according to E. K. O'Shea, chairman of the testi-

(*Continued on page 5*)

NPA CHANGES AID, HURT THEATRES

U.S. Gives 20th-Fox 15-Day Extension

Washington, May 7.—The Justice Department has agreed to another postponement, until May 25—in the deadline for 20th Century-Fox to file a divorcement plan with the New York Statutory Court.

The extension, which will probably be submitted to the court for approval tomorrow, is designed to give the parties additional time to work out final provisions of a consent decree. The present deadline is Wednesday.

Makers of Equipment Similarly Affected by Complicated Situation

WASHINGTON, May 7.—The whole situation over the government's construction controls on theatres has been immeasurably complicated as a result of changes announced over the week-end.

In most instances, National Production Authority officials state, theatre owners and equipment firms will be helped by the changes. In one or two instances, they might be hurt.

The order was issued late Friday, and it wasn't until today that NPA officials were available to clear up confusing points in the order.

One change clearly will be of some slight benefit—a broadening of the terms "commence construction" so that projects can be finished if no more was done before the date of the

(*Continued on page 5*)

UPT Reported to Be Interested in Two ABC-TV Outlets

The trade heard reports yesterday that United Paramount Theatres may acquire television stations WJZ-TV, New York, and KECA-TV, Los Angeles, from Columbia Broadcasting System in the event the latter's negotions for a takeover of American Broadcasting Co. are consummated.

Leonard Goldenson, UPT president, said he could not comment on the reports because he has "no idea what

(*Continued on page 5*)

Rembusch Assails Distributors at Meet

MINNEAPOLIS, May 7.—Distributors were charged by Trueman T. Rembusch, Allied States Association president, at the opening session today of the North Central Allied annual convention with conducting a "well-organized plan to gouge the last dollar out of exhibition through the use of 'scale' deals which take the cream from box office revenues."

He said the way for theatres to stave off bankruptcy is by combatting the evils of distribution through such exhibitor organization plans as caravans and film clinics. Rembusch also

(*Continued on page 4*)

See Congress Barring Rent Control Bid

WASHINGTON, May 7.—Strong indication that Congress will reject the Administration's demand for authority to control commercial rents came from the Senate Banking Committee today.

Opening hearings on a bill to extend and enlarge the Defense Production Act, Chairman Maybank (D., S. C.) announced that the Committee had voted not to take testimony on

(*Continued on page 4*)

'Red' Aim to Control Films Missed Mark, Senator Says

WASHINGTON, May 7.—Though the Communist high command made a definite drive to control motion pictures, "that drive failed," Senator Edward Martin (R., Pa.) is telling radio audiences throughout Pennsylvania this week.

Martin is discussing the Hollywood hearings in his weekly record for use by Pennsylvania radio stations. The vast majority of Hollywood workers have always been "decent, patriotic and anti-Communist," he declares.

Martin dwells at length on the Hollywood strike, and points out that "in order to smuggle the Communist message into pictures, the party needed

(*Continued on page 6*)

Asks Bigger Role for Industry in Defense

WASHINGTON, May 7.—A. Julian Brylawski, representing Theatre Owners of America and Council of Motion Picture Organizations, today sharply criticized the Civilian Defense Administration for not giving the film industry a greater role in the civil defense program. He spoke during a meeting here of 250 national organizations with CDA officials. Brylawski specifically mentioned the stress on radio and tele-

(*Continued on page 6*)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, has arrived on the Coast from New York.

•

F. C. DILLON, executive secretary of the Motion Picture Distributors Association, Toronto, recently reported on film fire-prevention techniques at the convention of the Dominion Fire Prevention Association at Windsor, Ont.

•

GEORGE MURPHY was a guest speaker at a recent luncheon in Toronto of the annual conference of the Association of Canadian Advertisers. His topic was "Motion Pictures in the Battle of Ideologies."

•

M. JANOV, general manager for Coronado Productions, is due to arrive here from the Coast later this week for conferences with United Artists officials.

•

S. M. BEHRMAN, film producer and playwright, and actress VIVECA LINDFORS and her husband, DON SIEGEL, are due to sail from here today aboard the *S. S. Queen Elizabeth*.

•

DOUGLAS T. YATES, assistant foreign sales manager of Republic International and MRS. YATES announce the birth of a son, LAURENCE RANDALL, here on Saturday.

•

WILLIAM M. PIZOR, vice-president of Lippert Productions, Inc., in charge of foreign sales, has returned here from an extensive European tour.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, Atlanta, recently visited the Memphis branch.

•

IKE and HARRY KATZ, of Kay Exchanges, Atlanta, recently toured their Memphis, Charlotte and New Orleans exchanges.

•

MAX WEINBERG, Eastern short subject representative for M-G-M, is due to arrive in Washington today from New York.

•

GEORGE K. ARTHUR, producer, has sailed from here for England.

•

SAM GALANTY, Columbia Mideast division manager, is due to leave Washington today for Cincinnati.

•

BEN MELNIKER of M-G-M's legal dapartment is due to fly to Washington from here today for a brief visit.

Brief U. S. Visit For Rank, Davis

LONDON, May 7.—J. Arthur Rank and his chief aide, John Davis, plan to spend less than 10 days in the U. S. on their coming visit.

Rank will sail from Southampton May 17, arriving on the 22nd, and will return on May 31. Davis will leave here May 21 by plane with an itinerary including Chicago and Toronto.

Balmy Sun Slows B'way 1st-Runs; 'The Thing' Tops

Balmy spring weather continued to take its toll at New York first-runs, with the majority of theatres bringing in new product this week in an attempt to overcome the apathy of the customers.

Top business is being chalked up by "The Thing" at the Criterion, where an estimated $50,000 will give the house its best first week's gross in four years.

Also doing excellently is "My Forbidden Past," with Frank Sinatra and Dagmar on stage at the Paramount, where a second week's gross of $72,000 is estimated. Only booked for two weeks, the bill will bow out today and will be replaced by "Appointment with Danger" and Louis Jordan's band.

"Father's Little Dividend" is concluding four weeks at the Music Hall with a very satisfactory $110,000 in prospect for the final period; "The Great Caruso" and a Leonidoff revue will open there on Thursday.

Elsewhere on Broadway business is not so good. "I Was a Communist for the F. B. I." looks for a modest $45,000 in its first week at the Strand. Count Basie and his band are on stage. "The Bullfighter and the Lady" will draw a mild $20,000 for a second week at the Capitol; "Ma and Pa Kettle Back on the Farm" will take over on Thursday.

"Follow the Sun" is scraping bottom with a $39,000 gross for a second and final week at the Roxy; "I'd Climb the Highest Mountain" and the N. Y. Philharmonic Orchestra will come in tomorrow. "The Brave Bulls" is tapering off to a slow $11,000 in a third week at the Rivoli; "The Long Dark Hall" will open there tomorrow.

"Apache Drums" is bringing Loew's State a satisfactory $20,000 for its first week, and "Valentino" at the Astor is still doing well, with about $21,000 expected for a third week. "Born Yesterday" is maintaining a steady pace at the Victoria with $16,000 in prospect for a 20th week.

"Try and Get Me" is fair at the Globe with $11,000 due for the opening week. "Stage to Tuscon" is disappointing at the Mayfair with a lean $8,000 expected for its first week. "The Fighting Coast Guard" will replace it on Friday.

New York's two roadshow films, "Tales of Hoffman" and "Cyrano de Bergerac," are both doing good business. "Tales" at the Bijou is still near-capacity with $14,000 looked for in a fifth week, while "Cyrano" at the Golden is consistent with $6,500 due for a fifth week following its move-over from the Bijou.

Off Broadway, "Kon-Tiki" is holding up with $11,500 expected for a fifth week at the Sutton, and "Teresa" is still in good shape at the Trans Lux 52d Street, though slacking off a bit to $7,000 for its fifth week.

To Advise on Music

Ottalie Mark, formerly head of the music division of Warner Brothers, has opened an independent office here as a consultant on music copyright matters.

Present 27 'Michael' Awards, 7 Citations

"Michael" awards of the Academy of Radio and Television Arts and Sciences were presented to 27 network personalities and programs at the annual Waldorf-Astoria Hotel dinner here last night. For the first time, seven special citations also were awarded. Attending were Governor Thomas E. Dewey, Mayor Vincent R. Impellitteri and more than 1,200 others.

Eleven of last year's award winners received their second "Michael" last night. They were: Milton Berle, Toast of the Town, Philco Playhouse, Walter Winchell, John Cameron Swayze, Jack Benny, Groucho Marx, Homer Fickett, Dinah Shore, The Telephone Hour and Theatre Guild on the Air.

The new winners were: Alan Young Show, Suspense, What's My Line, Super Circus, Fred Waring Show, Max Liebman, Lucky Strike Cigarettes, Perry Como, Bud Collyer, Bill Stern, Sam Levenson, Edward R. Murrow, Dragnet, the Quiz Kids, American Forum of the Air and Meet the Press.

The special citations were presented to the Kefauver Committee for "National Public Service"; to Bob Hope, "Americanism Award"; to Arthur Godfrey, "Mr. Mike"; Eddie Cantor, "Humanitarian Award"; Barry Gray, "Public Affairs"; Irving Mansfield, "Television Showmanship Award"; and Dr. Allen B. DuMont, "Pioneer Television Award."

The awards were made by several masters of ceremonies, including Frank Sinatra, Milton Berle, Jinx and Tex McCrary and Ed Sullivan.

The list of awards follows:

Best Television Comedian,. Milton Berle; Best Television Variety Program, Toast of the Town; Best Television Situation Comedy Program, Alan Young Show. Best Television Dramatic Program, Philco Playhouse; Best Television Mystery Program, Suspense; Best Television Panel Quiz, What's My Line; Best Television Children's Program, Super Circus; Best Television Musical Variety Program, Fred Waring Show; Best Television Producer-Director, Max Liebman; Best Television News Commentator, John Cameron Swayze; Best Television Commercial Presentation, Lucky Strike Cigarettes; Best Male Vocalist, Perry Como; Best Female Vocalist, Dinah Shore; Best Announcer, Bud Collyer; Best Sportscaster, Bill Stern; Most Promising Television Star, Sam Levenson; Best Radio Comedian, Groucho Marx; Best Radio Situation Comedy, Jack Benny Show; Best Radio Dramatic Program, Theatre Guild on the Air; Best News Interpretation, Edward R. Murrow; Best Consistent Radio News Commentator, Walter Winchell; Best Radio Classical Music Program, The Telephone Hour; Best Radio Mystery Program, Dragnet; Best Radio Children's program, Quiz Kids; Best Radio Producer-Director, Theatre Guild and Homer Fickett; Best Forum Program, American Forum of the Air; Best Discussion Program, Meet the Press.

File Censor Amendment

COLUMBUS, O., May 7.—A bill to amend Ohio's film censor laws to exempt newsreels from censorship has been introduced in the State Senate.

Decision Due on 'Miracle' Appeal

Albany, N. Y., May 7.—A decision on the appeal against the ban placed on Roberto Rosselini's "The Miracle" by the State Board of Regents is due to be handed down by the State Appellate Court on Wednesday.

The license for the film, shown as part of a package entitled "Ways of Love," was revoked by the Regents following protests by religious groups. Joseph Burstyn, the film's U. S. distributor, entered the appeal.

Peiser Resigns FWC Ad-Publicity Post

LOS ANGELES, May 7.—Seymour Peiser resigned the Fox West Coast advertising-publicity directorship at the weekend. He joined the circuit in 1937 as a theatre publicist, taking his present post in 1942.

He will announce new plans after a three-month vacation.

'Newsweek' Aids 'FBI'

Newsweek Magazine's Club and Educational Bureau has prepared a special four-page pamphlet on Warner's "I Was A Communist for the FBI." The pamphlet is illustrated with scenes from the production and ties in with *Newsweek Magazine's* coverage of timely events as evidenced by the picture's story of subversive activities in the United States.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR
"FATHER'S LITTLE DIVIDEND"
A Metro-Goldwyn-Mayer Picture
plus Spectacular Stage Presentation

Paramount Presents
Appointment with DANGER
with
Alan Ladd · Phyllis Calvert
in person
LOUIS JORDAN
AND HIS ORCHESTRA
THE JAYWALKERS
Bill Davis • Peggy Thomas
THE JORDANETTES
TEDDY HALE
PARAMOUNT
Midnight Feature Nightly

WHAT IS THE THING?
HOWARD HAWKS' Production
"THE THING"
from Another World
•
NOW!
CRITERION Bway & 45th St.
50c to Noon Mon. to Fri. (Exc. Hols.)

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SETS NEW SIX-YEAR RECORD IN FRISCO!

Read Press-Time Reports Below of M-G-M's Sensational New Hit!



"GOOD NEWS DEP'T: 'THE GREAT CARUSO' M-G-M's 'The Great Caruso' in its Pittsburgh opening, at Loew's, on Friday rolled up a gross 30 per cent better than that scored earlier by 'Father's Little Dividend,' which is no slouch of a picture either . . . And 'Caruso' also topped 'Dividend' in its opening at the State, St. Louis, Friday, while at the RKO Grand, in Cincinnati, the Mario Lanza vehicle opened to the biggest non-holiday take since the first of the year . . . "

—FILM DAILY, April 30th

CARUSO

EVERY DAY MORE GOOD NEWS!

SAN FRANCISCO best non-holiday weekday opening in 6 years!

CHICAGO best M-G-M opening in 2 years!

SAN JOSE best opening in 4 years!

OAKLAND second only to "Annie Get Your Gun" in recent years!

SAN DIEGO best opening in months!

SEATTLE first 4 days top miraculous "Anni Get Your Gun" by $1000!

MEADVILLE, Pa. tops "Annie ' first 3 days

UNIONTOWN, Pa. first 4 days top record breaking "Royal Wedding" biz!

LEXINGTON, Ky. first 4 days top "King Solomon's Mines"!

COLUMBUS, O. first 3 days top "King Sol"

M-G-M presents "THE GREAT CARUSO" starring MARIO LANZA • ANN BLYTH • DOROTHY KIRSTEN JARMILA NOVOTNA • BLANCHE THEBOM • with Teresa Celli • Richard Hageman • Carl Benton Reid • Color by TECHNICOLOR • Written by Sonya Levien and William Ludwig • Suggested by Dorothy Caruso's Biography of Her Husband • Directed by Richard Thorpe • Produced by Joe Pasternak • Associate Producer Jesse L. Lasky

National Pre-Selling

WOMAN'S HOME COMPANION, for June, will contain the results of its seventh annual poll in which the magazine's readers are asked to name their favorite movie star. This is the year of the big shake-up, they say, because there have never been so many changes in 12 short months. The readers' choice, in order of preference, were:

For first place, Bette Davis and Clark Gable; second place, June Allyson and Bing Crosby; third, Irene Dunne and James Stewart, fourth, Greer Garson and Spencer Tracy. Gloria Swanson was given a special award for her performance in "Sunset Boulevard." The magazine has some editorial comment on the changes in comparison with standings in previous years. The advertising pages include a color portrait of Bette Davis, from Lustre-Creme shampoo, which is exactly in line with the poll.

•

Linking television and the motion picture industry in an unusual search for new talent, Universal-International Pictures and National Broadcasting's weekly network television show, "Hollywood Screen Test" have developed a six-week talent quest in 11 cities, as promotion for the forthcoming U-I picture, "Hollywood Story." Winners selected in each city will be brought to New York over a period of five weeks beginning May 21, to appear on the program sponsored by Ironrite and "emceed" by Neil Hamilton, Hollywood actor. Over 100,000 entry blanks will be distributed by Ironrite dealers and local television stations will help make the initial eliminations in their own areas. The film, starring Richard Conte, is scheduled for June release.

•

Following up the successful 25-city tour initiated by Morgan Hudgins of M-G-M's studio publicity department, M. L. Simons, assistant to H. M. Richey, will give the same lecture and slide-film demonstration on "Quo Vadis" to exhibitor groups at their various conventions, including local newspaper contacts. He appears this week before Arkansas theatre owners in Little Rock, and next week at the Georgia Theatre Owners convention at Atlanta. The program includes demonstration and proof of M-G-M's claim that the new "Quo Vadis" is the most costly film ever made, and the picture which they believe is most likely to win top honors this year.

•

Three weeks of concentrated radio and television appearances by Coleen Gray have been hitting top network programs with plugs for "Lucky Nick Cain" as an original promotion for this new 20th Century-Fox picture now playing at the Globe Theatre here. Miss Gray has appeared on The Starlight Theatre, CBS-TV; Colgate Comedy Hour, NBT; Buddy Rogers Show, WOR; Stork Club, CBS-TV; Wayne Howell, NBC, and the Jane Pickens show, NBC. She is scheduled to appear with Tex and Jinx, NBC; Strike It Rich, CBS; Barbara Wells Show, WOR, and the Lux Theatre, CBS, in addition to a number of local Metropolitan radio stations.

WALTER BROOKS

Review

"Mr. Imperium"

(Metro-Goldwyn-Mayer)

OBVIOUSLY intent on making Ezio Pinza's screen debut worthy of the mature opera star who two years ago ascended overnight to the heights of popularity for his achievements in "South Pacific" on the Broadway stage, M-G-M teamed him with Lana Turner in "Mr. Imperium," got Harold Arlen and Dorothy Fields to provide the film with the fruits of their songwriting talents, and topped it all off with characteristic M-G-M production opulence, in Technicolor.

What meets the eye here in terms of production values is indeed delightful, and what vocalizing is done by Pinza and the lovely Miss Turner is equally compelling. It is more than a mild disappointment therefore, to find that the producers employed a tenuous and basically threadbare story plot to support audience interest once all else has been taken for granted. For all of Miss Turner's blonde beauty and Pinza's enthusiastic middle-aged charm, and notwithstanding Don Hartman's exercise of directorial acumen, the 87 minutes it takes to set forth this sugar-coated, melodic romance between a prince and a commoner are leisurely in the extreme. Hence, it should be apparent that what this picture achieves box-office-wise will be due mainly to the curiosity and interest held for Pinza, plus Miss Turner's own marquee strength.

In selling the picture, the wisest course would seem to be to refain from making extravagant claims in behalf of the story and let the stars' magnetism be reflected fully in advertising and promotional copy.

The story opens in 1939 in Italy where Miss Turner, a nightclub singer, finds herself romanced by Pinza, the incognito heir to a European throne, who calls himself Mr. Imperium. Hardly has their affection for each other blossomed fully when political turmoil in his country forces him to return to it, thus putting an end to their balcony meetings by the Mediterranean, small talk, trips to the country and song-making.

Twelve years later, we find the songstress has become a famous Hollywood star. The two renew their romance at a secluded Palm Springs resort, and just when things are getting to be like old times the prince is again called to serve his country, leaving the lady with only her platonic feelings for a film producer (Barry Sullivan) to fall back on. Slim supporting roles are filled by Marjorie Main, Sir Cedric Hardwicke, Debbie Reynolds and Ann Codee, as well as Sullivan. Edwin H. Knopf, who produced co-authored the screen play with Hartman, using a play by the former as a springboard. Johnny Green's musical direction is effective and the songs, particularly one titled "Andiamo," should enjoy a measure of popularity.

Running time, 87 minutes. General audience classification. Release date, June 15.

CHARLES L. FRANKE

NCA Meet

(Continued from page 1)

charged field sales heads with ignoring commands from higher-ups on allocations and said that two managers had been fired at Allied's insistence for violating allocation orders. He asked for affidavits or wire recordings of salesmen's promises and threats, as well as forcing, to be turned over to the Department of Justice.

Outlining Allied plans to continue its fight for theatre-TV channels, and for low-cost theatre television equipment, Rembusch accused the Federal Communications Commission of "playing politics" with radio and TV. He said that Phonevision and Skiatron systems were no threat to motion pictures, adding that "while television is not going to put theatres out of business, neither will theatres halt the progress of television.

In a brief report, president Ben Berger outlined the benefits obtained for members during the past year through NCA action and legislation "watch-dogging." He praised executive counsel Stan Kane and legislative committees for stymieing all anti-film legislation proposed in the last session of the legislatures in Minnesota and the Dakotas. He urged all members to contribute one per cent of rentals to the Council of Motion Picture Organizations. Kane attacked distributors for allegedly using print shortages to foist illegal clearances on independent exhibitors.

WB's De Patie In AMMP

HOLLYWOOD, May 7.—E. L. De Patie today was appointed Warner Brothers' representative to the Association of Motion Picture Producers succeeding Carrol Sax.

Expect Myers to Delay Report on Arbitration

MINNEAPOLIS, May 7.—It was indicated here today that Abram F. Myers, general counsel of national Allied, here to attend the convention of North Central Allied, will withhold his report on the recent arbitration and bidding talks with distributors in New York until the Allied board meets in Kansas City, May 14 and 15.

Myers on Tour of Exhibitor Meetings

WASHINGTON, May 7.—Abram F. Myers, general counsel of Allied States association, left here today for a two-weeks tour of Allied conventions and board meetings.

He is in Minneapolis tonight for the meeting of North Central Allied, then he will go to Denver for a session of Rocky Mountain Allied, and will then go to Kansas City for national Allied's spring board meeting and the convention of allied of Kansas and Missouri.

Mayer to Address NCA Meet

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, left New York yesterday for Minneapolis to address the meeting of North Central Allied. Mayer is expected to discuss the need for COMPO at the present stage of the industry's development.

See Congress Barring

(Continued from page 1)

the commercial rent proposal. He said that written briefs would be accepted, and would be taken up at the end of the hearings, "if at all."

'Show of Future' Has Ills of Past

London, May 7.—A demonstration program for newsmen at the Festival of Britain's Telekinema Theatre, purporting to reveal what the Show of the Future will be, was somewhat marred by a sound break-down during the big screen television preview.

The program also included stereoscopic sound and film, with the aid of spectacles worn by members of the audience. Following the press preview, several pairs of the polarized spectacles (five shillings each) were not recovered.

See Anglo-US Pact Talks in Late July

LONDON, May 7.—Board of Trade officials are expecting a visit to their new chief, Sir Hartley Shawcross, by the Motion Picture Associations of America's John G. McCrathy during the first week in June. At that time, a date late in July may be set for the formal negotiations on the monetary agreement between the government and the U. S. film industry.

McCarthy concluded Paris meetings recently with MPAA's Fay Allport and left for Rome.

Studio Guilds Slate Meet on TV Revenue

HOLLYWOOD, May 7.—The AFL Film Council today appointed a three-man committee to meet Wednesday with representatives from the Screen Writers, Screen Actors and Screen Directors guilds to undertake the fashioning of a "TV-revenue participation" formula.

Roy Brewer, chairman of the AFL Film Council and chairman of the committee, said this is the first of several meetings which will be required.

Press to Virginia On 20th-Fox Junket

NORFOLK, Va., May 7.—At the invitation of Admiral William Fechteler. Commander-in-Chief of the Atlantic fleet, newspaper, magazine, radio and trade press representatives will journey to Little Creek, Va. on May 24 for the world premiere of 20th Century-Fox's "The Frogmen". Remaining through May 25, the contingent will take part in the first public demonstration of the activities of underwater demolition teams, whose story is told in the film. General Mark Clark and Assistant Secretary of the Navy John T. Koehler will be on hand.

World Premiere

The world premiere of "The Frogmen," which stars Richard Widmark, Dana Andrews and Gary Merrill, will take place at the Navy base on the night of May 24, before the "frogmen". Naval and military leaders, newsmen and a host of dignataries including Morris F. De Castro, Governor of the Virgin Islands, where part of the picture was filmed.

NPA Changes

(Continued from page 1)

original M-4 Control Order than site clearing or demolition. Until now, some actual building on the new project was required.

The other change is more confusing. This permits installation of "personal property, fixtures or equipment where the total cost incurred for installation in any consecutive 12-month period does not exceed $2,000. This $2,000 of installations costs is over and above the $5,000 of permissive construction per year, and in most cases will be helpful, but the catch is that it also is an absolute limit on the amount of installation of personal property and fixtures.

For example, before Friday if an exhibitor had wanted to do a major alteration job costing $5,000 and also to spend about $1,500 installing some new fixtures, he would have had to cut back somewhere so the total for both was under $5,000. Under the new order, he could do both.

But suppose an exhibitor wanted to spend $2,500 installing new equipment. Under the old order, he could have taken that out of the $5,000. Under the new order, he can spend only $2,000 on installation costs—he can not take the additional $500 out of the $5,000. The $5,000 is now reserved exclusively for the cost of real property—as distinct from installation costs—and for actual major construction.

Still a further complicating factor is what constitutes "fixtures and equipment." NPA's film office recently made public a list of what items of theatre equipment were personal property and what items were real property. The need for this list is the fact that the original cost of personal property—again, as distinct from installation costs—is not counted against the exhibitor, while the original cost of real property comes out of the $5,000 limitation.

Under the new order, this situation is unchanged, but now the installation costs of some items of real property will come out of the $5,000 figure while the installation cost of other items comes out of the $2,000, along with the installation cost of personal property items. The difference is whether the real property item seems to be primarily "construction" or primarily a "fixture."

For example, drive-in fencing or a theatre marquee, classed as real property, comes under the heading of construction, and their installation costs would come out of the $5,000 construction limit. Box-type air conditioners, however, are classed as "fixtures," and their installation costs come out of the $2,000. NPA officials said they were not yet ready to say which real property items were "fixtures" and which were not, but that they hoped to have a special interpretation ready by the end of the week.

Here is the situation in capsule:

Original cost of real property, whether "construction" items or "fixtures," comes out of the $5,000. Installation cost of real property classed as "construction" items comes out of the $5,000. Installation cost of real property classed as "fixtures" comes out of the $2,000. Original cost of personal property is not counted anywhere. Installation cost of personal property comes out of the $2,000.

Reviews

"Home Town Story"

(Metro-Goldwyn-Mayer)

"HOME TOWN STORY" is a drama about a crusading editor who sets out to combat the evil of big business but soon learns of its many virtues. There is a certain grass-roots sincerity to the film and its lessons are informative. But as screen entertainment it is weakened by a lack of originality in narrative development.

Jeffrey Lynn heads the cast as a defeated state senator who returns to his home town to assume the editorship of the local paper. In his editorials he keeps up a running battle with "big business," stressing the theme that "the profit system is getting out of hand." Arthur Pierson's screenplay has worked into the story a romance between Lynn and Marjorie Reynolds, a schoolteacher.

One day an accident strikes and Lynn's perspective undergoes a complete transformation. His little sister, Melinda Plowman, gets trapped in a mine shaft following a landslide. Soon the giant wheels of big business start rolling to the rescue. Somewhere between the bulldozer that digs into the debris to the plane that carries the child to the distant hospital where she is saved, Lynn sees the error of his judgment. The picture ends happily as Lynn pounds out a story about the profit system. Others in the cast include Alan Hale, Jr., a reporter, and Donald Crisp, a business tycoon. Pierson also produced and directed.

Running time, 61 minutes. General audience classification. Release date, May 18.

MANDEL HERBSTMAN

"Sante Fe"

(Columbia)

AN outdoor action drama, "Santa Fe" uses as background the dissension between Northerners and Southerners in the aftermath of the Civil War. Randolph Scott and Janis Carter share the lead in this Scott-Brown production which is good in production values, including Technicolor, but is conventional in plot framework.

The story opens with Scott and his three brothers finding that they are still disliked in some Northern sections for having worn the grey of the Confederates during the war. Scott is bent upon forgetting the bitter past, joins up as a railroad worker and advances rapidly. While he devotes himself to the construction of the Sante Fe, his brothers are opposed to Northern enterprise. They join up with a hoodlum gambler, Roy Roberts, and together they prey on the construction crews.

Irving Pichel, who has a small part in the film, also directed, keeping the bullets and fists flying. One by one the three brothers pay the wages of crime. In a showdown on a moving train Scott and Roberts have their final battle with the villain going to his doom. At last the railroad is completed and Scott and Miss Carter go off together for a happy future. The screenplay, fashioned by Kenneth Gamet, has several other aspects, among them the killing of a Union soldier by the brothers, and aroused Indians on the rampage. Harry Joe Brown produced.

Running time, 89 minutes. General audience classification. April release.

M. H.

Schwalberg Dinner

(Continued from page 1)

monial committee and vice-president of Paramount Film Distributing Corp.

More than 1,500 invitations to the dinner have been sent, with every leading exhibitor in the U.S. and Canada, as well as representatives of the trade press included. Paramount's Adolph Zukor, Barney Balaban and Y. Frank Freeman have indicated their desire to be present.

Those who already have accepted bids include:

Joseph Seider, Wilbur Snaper, Walter Reede, Jr., Martin J. Mullin, Samuel Goldstein, Ed Lachman, Russell Downing, Mitchell Wolfson, Harry Brandt, William Goldman, Frank Walker, J. J. O'Leary, George Zeppos, E. C. Prinson, William Bein, Jack Rose, J. C. Hunter, John Fitzgibbons.

Safron District Manager

Jerome Safron is United Artists' Eastern district manager, in charge of Boston, where Harry Segal is branch manager; New Haven, where Joseph Callahan is manager; Philadelphia, John Turner, manager; Washington, E. W. Sweigart, manager, and Pittsburgh, where M. Trautenberg is manager. Through a typographical error, Safron was mentioned yesterday in these columns as a branch manager.

UPT TV Report

(Continued from page 1)

the price would be" for the two stations or "whether CBS actually has a deal with ABC."

However, Goldenson replied in answer to a question whether UPT is interested in acquiring "any" television stations, that the company is interested "in developing in any way consistent with the good of the business."

In his recent annual report to stockholders, Goldenson revealed that UPT has $10,000,000 available for investment in television or other business expansion. Last week, UPT announced that it had placed orders for large screen television equipment in 22 additional theatres. It has such equipment now in three of its theatres. UPT owns one TV station, WBK-TV, Chicago.

Under Federal Communications Commission regulations, CBS would be required to dispose of ABC's New York and Los Angeles TV stations if it concluded a purchase of ABC. A network is not permitted ownership of more than a single station in our city and CBS now owns WCBS-TV, New York, and KTSL-TV, Los Angeles. In addition, a network is restricted to a total of five TV stations. CBS would be able to retain ABC's WENR-TV, Chicago; WXYZ-TV, Detroit, and KGO-TV, San Francisco.

The acquisitions of those three TV stations are reported to be the sole reason for CBS's interest in making what is estimated to be a $28,000,000 deal for ABC. CBS also would be required to dispose of the ABC radio network. It has been reported that CBS hopes to get back $18,000,000 to $20,000,000 of the purchase price for the ABC radio and TV properties it would have to dispose of. Observers said this would indicate that the New York and Los Angeles TV stations might be expected to bring $5,000,000.

All phases of the deal, including any participation by UPT, would have to have the approval of the FCC.

Paramount

(Continued from page 1)

be released by Paramount from July through December. In addition, it highlighted product beyond that time completed or currently in production.

Pointing up box-office confidence, these 15 constitute Paramount's "answer to exhibitor demands for quality and quantity product as a solution to current industry problems."

"This approach will be extended to include national and consumer advertising as well as trade paper inserts," Pickman concluded, "and will be in addition to regular trade advertisements for each individual picture."

The monthly announcements of product will be "kicked off" on May 15 with an ad that will highlight Billy Wilder's "Ace in the Hole" and the Pine-Thomas Technicolor film, "Passage West," both July releases. The August releases will be announced on June 1, the September releases on July 1, the October releases on August 1, the November releases on September 1 and the December releases on October 1. Each ad, however, will contain a listing of the entire six months product, Pickman said.

Bisdale to Assist Paramount's Morgan

Joseph A. Bisdale, supervisor of newsreel print operations, has been promoted to assistant to Oscar A. Morgan, Paramount's general sales manager of short subjects and Paramount News. He replaces Stanley Chase who resigned to go into business in Washington.

Industry Group At Chakeres Tribute

CINCINNATI, May 7.—Leaders of the industry and civic officials gathered here for the testimonial dinner given tonight to Phil Chakeres, Springfield, Ohio circuit operator at the Hotel Netherlands Plaza. Chakeres, who was named "Exhibitor of the Year" by *Look Magazine*, was honored by Variety Club Tent No. 3 as a pioneer showman.

Among those invited were governors Frank J. Lausche of Ohio and Lawrence Wetherby of Kentucky and Mayor Alfred Cash of Cincinnati. Spyros P. Skouras, president of 20th Century-Fox; and the following industry delegation from New York: Al Lichtman of 20th Century-Fox; Robert Mochrie, RKO Radio; Alfred E. Daff, Charles J. Feldman, Maurice A. Bergman, Charles Simonelli and Al Horwits of Universal; Jules Lapidus of Warner Brothers, and others. Robert Q. Lewis, CBS radio-TV star, was master-of-ceremonies.

Warners

(Continued from page 1)

that yesterday's session of its members and their attorneys was designed primarily to prepare a formal agreement for discussion and possible signing during the joint meetings with the Warners beginning today.

Jack L. Warner, who has agreed to continue as head of the studio for six months following the stock sale to the Lurie syndicate, arrived here from the Coast over the weekend to sit in at the meetings starting today. H. M. and Albert Warner were already on the scene here.

Meeting with Lurie yesterday were Charles Allen and Samuel Ungerleider, brokers and originators of the deal, with their partners, Al Goetz and Al Leeds. Attorneys and representatives of the Transamerica Corp., a participant in the syndicate, also attended yesterday's meeting.

British Communists Attack Hollywood Films as Enemies of Reds' Objectives

London, May 7.—While Congressional committees in the U. S. probe for Communist links with Hollywood, the Communist Party here is busy urging the outlawing of American films as obstacles to the expansion of Communism and dangerous propaganda for the American way of life.

At a recent conference here of the National Cultural Committee of the Communist Party, Sam Aaronovitch, secretary, purported to quote the wife of one of the "Hollywood 10" to the effect that American motion pictures such as "Kiss the Blood Off My Hands," "White Heat," "Brute Force" and "Gun Crazy" "helped prepare American boys to fight 'the ugly war' in Korea."

"Let us be clear," Aaronivitch commented. "They are meant to brutalize British lads for war, too."

Other speakers charged that American films are designed to break down all barriers to U. S. domination of the world; have captured the British film industry without opposition, and disdain "really great picture themes."

Two such great themes mentioned at the meeting were the birth of the cooperative movement and the so-called Tolpuddle Martyrs who are held to represent the genesis of the British trade union movement.

UA Plan

(Continued from page 1)

sion and district meetings, supervised by Heineman and Max E. Youngstein, UA vice president and director of advertising-publicity, which were attended also by Bernard Kranze, Heineman's executive assistant, Nat Nathanson, Eastern-Canadian manager; Milton E. Cohen, Western-Southern manager and district managers Moe Dudelson, William Laird, Charles Chaplin, J. J. O'Loughlin, Fred Myers, James Velde and Jerome Safron.

UA to Distribute 'River' On Roadshow Policy

United Artists has acquired distribution rights for Kenneth McEldowney's Technicolor production of "The River," directed by Jean Renoir. It will be shown on a two-a-day, reserved seat basis, receiving a campaign comparable to "Red Shoes," it was announced by Arthur Krim, UA president.

Announcements will be made soon of the world premiere and other key city bookings.

Academy Award Trips for 'Cyrano' Contest Winners

The launching of a "Cyrano Oscar Derby" contest for exhibitors and United Artists branch managers was announced yesterday by United Artists and the Stanley Kramer Organization.

The contest begins with the national release of the picture on July 20.

Elmira, N. Y., Puts 5% Tax Into Effect

BUFFALO, May 7.—A local admission tax of five per cent has become effective in Elmira, N. Y., along with a three per cent tax on utility bills and a five per cent levy on rent in hotels, rooming houses and tourist homes.

Elmira is the second city in this area to take advantage of the state-granted power to impose an admission tax on the local level. Binghamton has been collecting a similar levy for more than a year.

Arthur Loew Will Address MGM Meet

Arthur M. Loew, president of Loew's International; Howard Dietz, M-G-M vice-president and director of advertising-publicity; Silas F. Seadler, advertising manager; Dan S. Terrell, in charge of field press representatives, and John Joseph, publicity manager, will be speakers tomorrow at the final meeting of M-G-M field sales managers at the Astor Hotel here.

Yesterday, at the opening session, presided over by William F. Rodgers, sales vice-president, informal discussions were held by Rodgers, field sales managers and home office aides. Rodgers stated that "Teresa" has been definitely scheduled for July 27 release nationally.

Studio Workers Pay Rose in March

HOLLYWOOD, May 7.—Average weekly earnings of craft workers in studios were $104.04 in March, according to a monthly report of the California Department of Industrial Relations.

This compares with $99.69 in February, and with $97.60 in March 1950.

'Nightingale' Preview

The community relations department and the advisory unit for foreign films of the Motion Picture Association of America sponsored a preview of "The Emperor's Nightingale" last evening at the Museum of Modern Art here. The film will have its American premiere on May 12th at the Trans-Lux 60th Street Theatre.

Raad Acquires 15 W. Virginia Houses

SALEM, W. Va., May 7.—Joseph M. Raad, formerly an exhibitor, but more recently engaged in other lines, has acquired a controlling interest in 15 theatres in the state, which he will form into the JUR Circuit, with headquarters at Wellsburg, W. Va.

The theatres were acquired from the Southern division of the Alpine Circuit, headed by Albert Urling, and include the Alpine at Ripley, Alpine, Ravenswood; Alpine, Gassaway; Alpine, Sutton; Alpine and Trail, East Rainelle; Alpine at Hundred; Alpine, Elkdale; Labelle, South Charleston; Victory, Spring Hill; Alpine and Star, Wellsburg; Cowen at Cowen; Boone at Whitesville and the Auditorium at Richwood.

Scrolls to Oldtimers

Hollywood stars of yesteryear will participate in a special tribute to Hollywood by New York City's Mayor Impellitteri and Commissioner of Commerce Shirley at the Museum of Modern Art tomorrow evening in connection with an invitational preview of Universal - International's "Hollywood Story." A scroll will be presented by the Mayor to several oldtime stars.

Richey to Accept Awards

GRAND RAPIDS, Mich., May 7.—The "Citations of Merit" awarded by the American Institute of Decorators to four M-G-M studio set decorators were accepted here today in their behalf by Henderson M. Richey, exhibitor relations director. Cited were Edwin B. Willis and Dick Pefferle, for their sets in "Nancy Goes to Rio," and Willis and Jack M. Moore, for "The Forsyte Woman."

'Red' Aim Missed

(Continued from page 1)

a solid chain of control of the unions —skilled labor, writers and artists." That control was never obtained, he adds.

"Today, the danger has been removed," the Pennsylvania Republican concludes. "The motion picture industry is on its guard to prevent any Communist taint."

Warner Newsreels For Classroom Use

BALTIMORE, May 7.—Newsreel films prepared and distributed by Warner Pathe News of New York, and consisting of a monthly series of current-event films, are being shown to Maryland school children as a new project starting this week. The basic idea is to let the students become more informed about news of the day by seeing the newsreels in their classrooms.

The reels are previewed and approved by leading city and state educators as another step forward in the field of audio-visual instruction, described as a rapidly-expanding development in education.

Einfeld Confers on Argentine Problems

Prior to his departure for Chile, Charles Einfeld, vice-president of 20th Century-Fox, yesterday met with U. S. Ambassador Ellsworth Bunker on film distribution problems in Argentina, the company was informed here yesterday from Buenos Aires. Also in the discussion were plans for the forthcoming production of the company's "The Way of a Gaucho," which is to be filmed in Argentine.

Over the weekend Einfeld was feted at dinner by a delegation of Buenos Aires exhibitors, during which the 20th Century-Fox executive told the theatre owners that the company's president Spyros P. Skouras, was making every effort to send more American films to Argentine theatres

Para. Signs Hammerstein

HOLLYWOOD, May 7. — Paramount has announced the signing of William Hammerstein, general manager of Leland Hayward Enterprises, as producer. He will make musicals.

Industry in Defense

(Continued from page 1)

vision as compared with the neglect of theatres and films.

He also cited CDA's decision to have comparatively small producers make the 16mm. films. In view of Hollywood's record in the last war he declared the majority could be counted upon to make finished films acceptable for showing in the nation's 18,000 theatres.

New Variety Clinic As Tribute to Barron

WASHINGTON, May 7.—The Variety Club of Washington, Tent No. 11, has pledged a new $115,800 out-patient clinic to Children's Hospital here in memory of the late Carter Barron. This will be the largest single welfare project the tent has ever undertaken. The new clinic will be named the Variety Club Carter Barron Memorial Clinic.

Barron was Eastern district manager for Loew's for many years and a leader in Washington film and civic affairs. The government has already named a public amphitheatre in Rock Creek Park after him.

Slocum Heads

(Continued from page 1)

Morris Loewenstein, president of the Oklahoma unit of the Theatre Owners of Amercia, has sent to members of the regional the envelopes being used to collect from theatres the dues required by the Council of Motion Picture Organizations. In a letter accompanying the envelopes, Loewenstein reminds the members that the decision to join COMPO rests with the individual theatre owner. "If you desire to do this, don't delay," he states, "as they are badly in need of immediate support."

Loewenstein reported also to the membership that the two-minute United Cerebral Palsy drive trailer has been approved by the TOA. He added that "inasmuch as it does not bind you to hold a theatre collection, we recommend that you run it. Your cooperation will be appreciated."

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS	LIPPERT
Apr. 1	(Apr. Releases) VALENTINO (Color) Anthony Dexter Eleanor Parker D—105 min. (Rev. 2/16/51)							Gloria Films— (I. G. Goldsmith) THE SCARF John Ireland Mercedes McCambridge D—86 min. (Rev. 3/19/51)	(Rob't. Tansey) BADMAN'S GOLD D	(Apr. Releases) UP FRONT David Wayne Tom Ewell C—92 min. (Rev. 3/2/51)		
Apr. 8	SANTA FE (Color) Randolph Scott O—89 min.	FATHER'S LITTLE DIVIDEND Spencer Tracy Elizabeth Taylor CD—82 min. (Rev. 2/21/51)	CANYON RAIDERS Whip Wilson O (5151)	(Apr. Releases) MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50) QUEBEC (Color) Corinne Calvet Patric Knowles D—85 min. (5017) (Rev. 2/28/51) THE LEMON DROP KID Bob Hope Marilyn Maxwell CD—91 min. (5018) (Rev. 3/7/51)	THUNDER IN GOD'S COUNTRY Rex Allen Mary Ellen Kay O—67 min. (5052) (Rev. 4/17/51)	KON-TIKI Thor Heyerdahl Doc—72 min. (Rev. 3/22/51)	(Apr. Releases) YOU'RE IN THE NAVY NOW Gary Cooper Jane Greer CD—93 min. (Rev. 2/23/51)	(Rob't. Stillman) QUEEN FOR A DAY D—107 min. (Rev. 3/21/51)	(Peter Cusick) THE LONG DARK HALL Rex Harrison Lilli Palmer D—86 min. (Rev. 3/8/51)	DOUBLE CROSSBONES (Color) Donald O'Connor C—76 min. (Rev. 11/20/50)	RATON PASS Dennis Morgan Patricia Neal O—84 min. (021) (Rev. 2/27/51)	
Apr. 15	FURY OF THE CONGO Johnny Weissmuller D—69 min. (Rev. 2/20/51) (Reissue) REX, KING OF THE WILD HORSES O—66 min. (Rev. 3/14/47)	SOLDIERS THREE Stewart Granger Walter Pidgeon CD—83 min. (Rev. 3/13/51)				MY FORBIDDEN PAST Ava Gardner Robert Mitchum D—81 min. (Rev. 3/21/51)	I CAN GET IT FOR YOU WHOLESALE Susan Hayward Dan Dailey D—91 min. (Rev. 3/14/51)	(S. P. Eagle) WHEN I GROW UP Robert Preston Martha Scott D—90 min. (Rev. 4/13/51)	MA AND PA KETTLE BACK ON THE FARM Marjorie Main Percy Kilbride C—80 min. (Rev. 3/23/51)	SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min.		STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Apr. 22	WHIRLWIND Gene Autry O—70 min. (Rev. 4/6/51)	THE GREAT CARUSO (Color) Mario Lanza Ann Blyth MD—109 min. (Rev. 4/13/51)			FIGHTING COAST GUARD Brian Donlevy Ella Raines D		FOURTEEN HOURS Paul Douglas Richard Basehart D—92 min. (Rev. 3/1/51) KEFAUVER CRIME INVESTIGATION (News Feature) 52 min. (Rev. 3/28/51)	(Sherrill Corwin) THE MAN FROM PLANET X Robert Clark D—78 min. (Rev. 3/13/51)	(J. Arthur Rank) OLIVER TWIST Robert Newton Alec Guinness D—105 min. (Rev. 4/30/51)		ONLY THE VALIANT Gregory Peck Barbara Payton O—105 min. (Rev. 3/6/51)	DANGER ZONE H. Beaumont Edward Brophy D (Release: 4/20/51)
Apr. 29	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51)	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C (5112)		BUCKAROO SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)	TOKYO, FILE 212 Florence Marly D—84 min. (Rev. 4/24/51)		(Rob't. Stillman) TRY AND GET ME Kathleen Ryan Lloyd Bridges D—92 min. (Rev. 12/6/50)	(Wm. Dieterle) VOLCANO Anna Magnani D—110 min.			
May 6	WHEN THE REDSKINS RODE (Color) Jon Hall Mary Castle O—78 min. HER FIRST ROMANCE Margaret O'Brien Jimmy Hunt C—73 min. (Rev. 5/3/51)		BLAZING BULLETS Johnny Mack Brown O—51 min. (5142)	(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51) THE LAST OUTPOST (Color) Ronald Reagan Rhonda Fleming D—87 min. (Rev. 4/17/51)			(May Releases) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51) ON THE RIVIERA (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51)	(Doug. Sirk) THE FIRST LEGION Charles Boyer Lyle Bettger D—86 min. (Rev. 4/11/51)		(May Releases) THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51) KATIE DID IT Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51) SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)	I WAS A COMMUNIST FOR THE FBI Frank Lovejoy D—83 min. (Rev. 4/19/51)	PIER 23 H. Beaumont Ann Savage D (Release: 4/27/51)
May 13	SMUGGLER'S GOLD Cameron Mitchell Amanda Blake D—64 min.	HOMETOWN STORY Donald Crisp Jeffrey Lynn Marjorie Reynolds D	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)		IN OLD AMARILLO Roy Rogers Penny Edwards O HONEYCHILE (Color) Judy Canova Eddie Foy, Jr. MC WELLS FARGO GUNMASTER Allan "Rocky" Lane O	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D—90 min. (Rev. 4/24/51)	RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(Irving Allen) NEW MEXICO (Color) Lew Ayres Marilyn Maxwell D—76 min. (Rev. 5/3/51)	(Herb. Wilcox) ODETTE Anna Neagle Trevor Howard D—105 min. (Rev. 1/4/51)			ROARING CITY H. Beaumont R. Travis D (Release: 5/4/51)
May 20	SNAKE RIVER DESPERADOES Charles Starrett Smiley Burnette O—54 min.	GO FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	ACCORDING TO MRS. HOYLE Spring Byington D—60 min. (5122)			JUNGLE HEADHUNTERS (Color) Documentary		(S. P. Eagle) THE PROWLER Van Heflin Evelyn Keyes D—92 min. (Rev. 5/2/51)		GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)		
May 27	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D		NEVADA BADMEN Whip Wilson O—58 min. (5152)		FUGITIVE LADY Janis Paige Binnie Barnes D		(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51) THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—92 min. (Rev. 3/6/51) AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD	(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—96 min. (Rev. 5/4/51)		(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51) HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D		KENTUCKY JUBILEE J. Colonna J. Porter M—75 min. (Release: 5/18/51)
June 3	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. CHINA CORSAIR Jon Hall Lisa Ferraday D	THE PEOPLE WE LOVE Ray Milland John Hodiak D		(June Release) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)		HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D			(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min.		ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)	
June 10	SILVER CANYON Gene Autry O	MR. IMPERIUM (Color) Lana Turner Ezio Pinza M—87 min.	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)			BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)		(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min.	(Jack Schwarz) THE HOODLUM Lawrence Tierney D			

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

WHAT A LINE-UP!



READY FOR YOU IN JULY!

The sensational best-seller that tells what happens when girls leave home—for the first time!

Take Care of My Little Girl

color by Technicolor

WHAT A LINE-UP!



There's No Business Like 20th Business!

CENTURY-FOX

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 90 NEW YORK, U. S. A., WEDNESDAY, MAY 9, 1951 TEN CENTS

MGM Seeks to End Closing Of Theatres

Rodgers Urges His Staff To Aid Distress Houses

M-G-M field sales managers were urged yesterday by William F. Rodgers, distribution vice-president, to help forestall threatening theatre closings by making every effort to do whatever the company can to keep theatres in operation.



William Rodgers

Speaking before an M-G-M sales conference at the Hotel Astor here, Rodgers said he has received many reports of distress situations. "Where M-G-M branch, district and sales manager know relief is necessary to keep theatres open,

(*Continued on page 3*)

Theatre Profit Was Offset by RKO Losses in 1950

Although RKO theatre operations in 1950 registered a net profit of $2,375,577 it was more than offset by the net loss of other RKO subsidiaries, Sol A. Schwartz, president of RKO Theatres, disclosed in a report to stockholders yesterday.

At the same time Schwartz reported that the new theatre company had a net profit of $441,941 in the first quarter

(*Continued on page 3*)

German Film Quota Limited to 27%

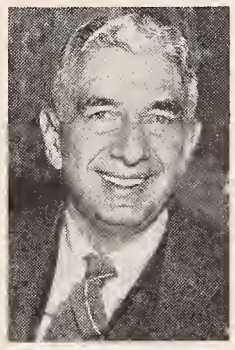
WASHINGTON, May 8. — The West German government has agreed to hold down to 27 per cent any screen quota it may later set up for German films, leaving American companies free to compete for the other 73 per cent of screen time in German theatres.

This was the highlight of the film concessions won by the U. S. during the recent trade negotiations at Tor-

(*Continued on page 4*)

Exhibitors Have Paid in $38,600 to Compo: Mayer

MINNEAPOLIS, May 8. — Exhibitor contributions to the Council of Motion Picture Organizations to date total $38,600, which has been more than matched by donations from distributing companies, Arthur L. Mayer, COMPO executive vice-president, said here today in a talk before North Central Allied Independent Theatre Owners at the Hotel Nicollet.



Arthur Mayer

Explaining that the exhibitor contributions covered 2,500 thea-

(*Continued on page 4*)

Warner Stock Deal Slowed As Lawyers TacklePreliminaries

Indications yesterday were that the negotiations of the syndicate headed by Louis R. Lurie for the purchase of the Warner family stock in Warner Brothers Pictures will extend over the next few days and perhaps into next week.

A member of the syndicate who requested that his name not be used told MOTION PICTURE DAILY that the closing negotiations will follow this procedure:

1. When attorneys for the syndicate, now engaged in drafting the purchase agreement, complete

(*Continued on page 4*)

Hargreaves Named Head of Rank's GFD

LONDON, May 8. — Kenneth Hargreaves, hitherto director for 20th Century-Fox here, has been appointed managing director of J. Arthur Rank's General Film Distributors, succeeding E. T. Carr, who resigned recently. Hargreaves will also become a member of the board of Rank's Odeon, as will Kenneth Winckles, who has been Rank's theatre administrator for some time.

Both Hargreaves and Winckles will

(*Continued on page 3*)

Ark. Theatremen to Probe Fire Rates

LITTLE ROCK, Ark., May 8.—Arkansas theatre owners found out today why their insurance rates have gone up an average of about 25 per cent. The executive committee of the Independent Theatre Owners Association of Arkansas at the 32nd annual convention here heard a statement from the Arkansas Inspection and Rating Bureau that fire losses in Arkansas theatres for 1945-49 amounted to $260,182 or 81 per cent of pre-

(*Continued on page 4*)

15th Annual Variety International Convention Starts in Phila. Today

PHILADELPHIA, May 8.—The stage was all set here tonight for the opening tomorrow of the 15th annual convention of Variety Clubs International. Delegates have been streaming into the Bellevue Stratford Hotel since the weekend, coming all the way from Tokyo to Toronto and from all of the 48 states in the U. S.

Registration of the 600 delegates and others and some social functions will fill the program scheduled for the first day, with the first business sessions starting Thursday morning, presided over by International chief barker Marc J. Wolf. He will be flanked on the platform by most of the organization's top officers—John H. Harris, Robert J. O'Donnell, Jack Beresin, Charles P. Skouras, George Eby, Chick Lewis, Murray Weiss, Victor Blanc, general convention chairman, and Ted Schlanger, who is in charge of convention arrangements.

Business sessions will be held daily through Saturday, the final day of the convention which will be climaxed that evening by the annual banquet, scene of the presentation of Variety's "Humanitarian Award." It will be awarded this year to Paul G. Hoffman, former head of the European Recovery Program. Vice-President Alben Barkley and Eric Johnston will speak at the banquet, Morton Downey will sing and Ken Murray will tele-

(*Continued on page 3*)

13 Circuits Order 50 RCA TV Sets

Early Installation in 200 Houses Predicted

CAMDEN, N. J., May 8.—New orders for some 50 RCA instantaneous theatre television systems, received from 13 circuits were announced here today by Walter A. Buck, RCA vice-president.

Representing the first large group of orders to be placed for any kind of theatre TV equipment, the contracts were described by Buck as presaging "early realization of the widespread use of theatre television as an adjunct to motion picture entertainment," according to an RCA statement.

Contracts were signed by Samuel Pinanski, for American Theatres Corp.; Fred Schwartz, for Century Theatres; Frank C. Walker, for Comerford-Publix Theatres Corp., Elmer Rhoden, Commonwealth Amusement Corp.; S. H. Fabian, Fabian The-

(*Continued on page 3*)

TESMA to Protest NPA Regulations; Hits Chair Ruling

Protests against National Production Authority regulations concerning theatre equipment are being prepared by the Theatre Equipment Supply and Manufacturers Association, according to Oscar Neu, president of TESMA, and will be presented shortly.

Drawing the chief fire is the recently promulgated list of "real" and "personal" property under which permissible expenditures are computed. Chairs

(*Continued on page 3*)

Major Break for Coast Admissions

LOS ANGELES, May 8. — The first major change in first-run admissions here in recent years occurred today when Fanchon and Marco announced that the Hollywood and Downtown Paramount theatres will cut to a flat 60-cent price for all seats, day and night, effective on Thursday, with children accompanied by parents admitted free. The long-standing price has been 60 cents to six o'clock, and

(*Continued on page 4*)

New US Salary Unit To Govern Over Hollywood Talent

WASHINGTON, May 8.—A new Salary Stabilization Board, set up today, will take over control of the pay for Hollywood's talent workers.

The industry expects that there will be no change, at least for some time, in the present regulations governing those salaries.

Until now, the pay of these workers has been under control of the Wage Stabilization Board. When the board some months ago issued its "interpretation" of policy on this issue, it mentioned that this would govern until later, separate controls on salaries, as distinct from wages. The new salary board, set up today, will now take over, but will probably leave film things as they are until it gets some more pressing problems out of the way.

The new board will have three members, all representing the public, and will report directly to Economic Stabilizer Eric Johnston. It will exercise control over the pay of all people who are not eligible for time and a half under the wage hour law—those people who are eligible will remain under the wage stabilization board. Executive employes and salaried "outside salesmen" also come under the new board.

WASHINGTON, May 8.—Dr. George W. Taylor, chairman of the Wage Stabilization Board, said the board would definitely hold hearings on the question of exempting from wage control workers in industries like the film industry whose prices are free from control.

Taylor made the statement following the first meeting of the new board, recently reconstituted by President Truman. He indicated that this question was not one of the most burning issues on the board agenda but one that it will get around to eventually.

Walker Quits 20th To Join Associated

SALT LAKE CITY, May 8.—Charles L. Walker, branch manager for 20th Century-Fox here since 1927, has resigned to join Associated Amusements Co., which controls theatres and drive-ins in Utah, Idaho and Nevada. Walker has been with 20th-Fox for 39 years and had served as district manager for a time.

Kenneth O. Lloyd, in the industry since 1927 and with 20th-Fox as Montana salesman since 1945, was named by Herman Wobber, district manager, as Walker's successor.

Screen Product for Lippert Managers

Screenings of new Lippert releases will be held today for managers here to attend an Eastern sales meeting of the company at the Hotel Warwick.

On the agenda for the meeting tomorrow is a discussion of product by Robert L. Lippert, company president, and a sales discussion by Arthur Greenblatt, general sales manager.

Personal Mention

LEON BRANDT, Lopert Films advertising-publicity director, has returned here from the Coast.

•

JOSEPH G. SMART, city manager for Loew's Theatres in Baltimore, and family, have legally adopted that name instead of Joseph G. Samartano.

•

EMANUEL FRISCH, treasurer of Randforce Amusement Corp., is convalescing at home after a recent operation.

•

DAN S. TERRELL, head of M-G-M's field press representatives, has returned here from a trip to Washington.

•

LEONARD GOLDSTEIN, Universal-International producer, is due to arrive here from the Coast today.

•

WILLIAM CASTLE, Universal-International director, is due to arrive here tonight from Hollywood.

•

JAMES SARNO, head of Paramount studio's national magazine department, is here from the Coast.

•

HALSEY RAINES, M-G-M publicist, is back here from Washington.

•

JACK CHERTOK, producer, is in New York from the Coast.

•

ED GARDNER, producer, has returned here from Paris.

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., is due to return here today from Cincinnati.

•

JANE SMALL of M-G-M's exploitation department, will become engaged to THEODORE A. GOETZ, who is associated with Hollywood Television Service in New York, on Saturday.

•

CHARLOTTE MALAMUD, secretary to Paramount publicity manager MORT NATHANSON, has announced her engagement to PAUL SNYDER. The wedding is scheduled for June.

•

GORDON CRADDOCK, JR., aide to AL CROWN, Goldwyn Productions sales vice-president, has left here for Washington and Cleveland.

•

EZRA STERN, Los Angeles film attorney, left here yesterday for Philadelphia and will return to New York on Sunday.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is in Dallas today on a tour of key cities.

•

JACK STEVENSON, salesman in Paramount's San Francisco branch, is here from the Coast on vacation.

•

EDWARD LACHMAN, president of Carbons, Inc., is due to leave here today for Philadelphia.

Reelect McWilliams President of Ampa

Harry K. McWilliams was re-elected president of the Associated Motion Picture Advertisers at the annual meeting here yesterday.

Others elected were Charles Simonelli, vice-president; Lige Brien, treasurer; Anita McGee, secretary. The new board consists of the officers and Blanche Livingston, Gordon White, Vincent Trotta, Rutgers Neilson and Miriam Brandon Moses. Trustees include David Bader, Chester Freidman and Jacques Kopfstein. Charles Alicoate, Leon Bamberger and David A. Weshner comprise the auditing committee.

Seidelman to Europe June 7 for 7 Weeks

Sam L. Seidelman, former Eagle Lion Classics foreign manager, reported here yesterday that he will complete his briefing of the United Artists foreign department on ELC overseas operations by May 31, and will depart for England aboard the *S. S. Queen Elizabeth* on June 7 for a seven-week vacation in Italy, France and Switzerland. When he returns to New York around July 26, he will announce his plans for the future, he said.

When Pathe Industries sold ELC to UA recently, Seidelman was offered UA posts which he turned down, indicating that he soon would enter business for himself, probably in the film import-export field.

Philippine Revenue Off $3,000,000

WASHINGTON, May 8. — Exchange restrictions and sizeable drops in box-office income have drastically cut remittances from the Philippines, Commerce Department film chief Nathan D. Golden reported here today. They are running about $3,000,000 under previous years.

He estimated that approximately $1,500,000 was remitted from the Philippines in 1950—mostly to the U.S., of course—compared with an average of $4,500,000 in 1947 and 1948. Golden said that distributors of imported films are limited to remitting 72 per cent of the producers' share of earnings, "leaving sizeable profits in the country for which no related avenue of investment seems practicable."

Another 'Eve' Award

Twentieth Century-Fox's "All About Eve" has gathered still another award, with the readers of the *Woman's Home Companion* selecting the film as the finest motion picture of the year, it was announced here yesterday by 20th.

'Riviera' Press Cruise

As a preliminary to a screening last night of 20th Century-Fox's "On the Riviera," members of the press and 20th-Fox officials took a sight-seeing cruise around Manhattan before going to Bill Miller's Riviera restaurant for dinner and entertainment.

Newsreel Parade

PRESIDENT TRUMAN'S answer to Gen. MacArthur and the UN offensive in Korea are current newsreel highlights. Other items include the festival of Britain and the Kentucky Derby. Complete contents follow:

MOVIETONE NEWS, No. 38—President Truman defends policy in Korea. News from the Korean front: UN forces smash Red offensive. French advance against Reds in Indo-China. Sports: Kentucky Derby.

NEWS OF THE DAY, No. 272—President Truman defends Korean policy in speech. Korea report: Reds halted at Seoul gates. Festival of Britain. Sport flashes: Kentucky Derby.

PARAMOUNT NEWS, No. 75—King opens festival in Britain. Spiritual assembly in India. President Truman and Secretary Marshall defend Administration policy. Sports: Kentucky Derby.

TELENEWS DIGEST, No. 19-A—Korea: British Commando raid. Seattle: First Korean "G.I.'s" come home. Washington: General MacArthur hearing—scenes outside the caucus room. London: King opens festival.

UNIVERSAL NEWS, No. 454—American troops return from Korea. French start new push in Indo-China. News flashes from the world of sports: Count Turf wins the Kentucky Derby.

WARNER PATHE NEWS, No. 77—President Truman answers Gen. MacArthur. Korea: UN forces hurl back Red offensive. King opens festival of Britain. Sports: Count Turf wins Kentucky Derby.

More Accept for Schwalberg Dinner

Additional acceptances to the May 15 testimonial dinner at New York's Waldorf Astoria Hotel to A. W. Schwalberg, president of Paramount Film Distributing Corp., continue, according to E. K. O'Shea, chairman of the testimonial committee.

Those announced yesterday include exhibitors Phil Smith, George Beattie, Max Fellerman, Jack Dailey, Julius Joelson, Howard Klein, Bob Shapiro, Sam Goodman, Gene Plechitte, George Trilling, Harold Blumenthal, Joe Ingber, Lou Wolff, Elmer Hollander, Charles Moss, Norman Elson and Frank Damis. Also, trade paper representatives Chester Bahn, Tom Kennedy, Win Androus and James Cunningham.

New Malco House

MEMPHIS, Tenn., May 8.—Malco's newly-constructed Crosstown Theatre in Memphis, a 1,400 seat house, will be opened May 18, M. A. Lightman, Jr., announced. Jack Tunstill, now manager of the Skyvue Theatre, was named manager of Crosstown. All profits from the opening day's operations will go to the Cynthia Milk Fund.

'The Medium' Cited

Gian-Carlo Menotti's film version of "The Medium," produced by Walter Lowendahl and presented by Evan L. Frankel with Milton Perlman as associate producer, has been placed in the "exceptional" category by the National Board of Review of Motion Pictures.

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Circuits-TV

(*Continued from page* 1)

atres; Edward B. Arthur, Fanchon and Marco; Walter Reade, Jr.; Walter Reade Theatres; Mitchell Wolfson, Wometco Theatres; E. C. Grainger, Jamestown Amusement Co.; Edwin Silverman, Essaness Theatres Corp.; M. A. Lightman, Malco Theatres, and T. C. Prinsen, for Dallmer Co., Inc. In addition, the orders include systems for 20 houses of United Paramount Theatres, plans for which were disclosed by the circuit last week.

The contracts announced today do not include those recently received by RCA from Warner Brothers Circuit Management Corp., RKO Theatres, and Comerford-Publix, under which installations are now in progress.

"It is now safe to predict that this vital new medium of entertainment will take its place as a partner and supporter of motion pictures," Buck said.

According to Barton Kreuzer, general products manager of RCA, the company foresees the early installation of this type of equipment in at least 200 theatres. "It was in recognition of the industry's growing need for such facilities," he said, "that the RCA engineering department recently announced plans to proceed full-scale with production of its commercial Model PT-100 system. Concurrently, it announced a reduction in price to $15,800, based on economies effected through mass production.

New York TV Network

WASHINGTON, May 8. — The New York State Board of Regents is taking immediate steps to build and operate a state-wide network of educational television stations.

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RKO Theatre Income Report

(*Continued from page* 1)

since it began independent operations on Jan. 1, 1951. The gross profit for the quarter, including $370,703 realized by the sale of capital assets, totaled $964,441.

Schwartz obtained his figures on the 1950 theatre operations from the final report of the old RKO company, which he said would reach stockholders shortly. The theatre profit does not include provision for taxes; a consolidated tax return will be made by the dissolved company.

If the present RKO theatre company had been in existence last year, Schwartz estimated that it would have been subject to Federal income taxes of approximately $1,000,000 and some additional corporate expenses which would have resulted in a net profit for 1950 of $1,195,577.

Schwartz States

Schwartz said that earnings for the first quarter of 1951, equal to 11 cents per share, are below those for the same quarter in 1950. He blamed this on "a steady decline in theatre attendance which has been proceeding for several years." He said that while the decline is "primarily economic in character," the impact of television has had an effect.

He said the company is following the development of large-screen television as a "possible potential theatre entertainment medium," and reported on the installation of theatre TV equipment in RKO's Fordham in the Bronx and RKO's Keith in Washington.

All terminations of joint theatre interests required under the consent decree have either been completed or plans for disposition have been approved by the court, Schwartz said.

Trade Practices Irk RKO Theatres

Evidence that RKO Theatres is having product problems since its independent existence began on Jan. 1, 1951, is contained in president Sol A. Schwartz' report to stockholders. He said:

"During the past few years producers and distributors have adopted certain new marketing practices which have increased the expense and added to the problems of procuring first-run pictures. However, because of their size, location, and character of operation, management believes that your company's theatres will be able to successfully cope with such conditions."

M-G-M Seeks

(*Continued from page* 1)

every effort should be made to do so and never let it be said that M-G-M contributed to the closing of any theatre," he declared.

In California alone, it has been reported that 130 theatres have closed, and while the degree is not so great elsewhere, a great number of closings have prevailed throughout other parts of the country, the meeting of field sales managers and home office executives was told.

Children Admissions

Discussed also was the problem of admitting children free to drive-in theatres, a practice which the meeting viewed as highly distressing and in danger of spreading to regular theatres if measures are not taken to halt it. M-G-M field executives were told to take necessary legal measures where such condition exists, particularly to consider setting back availabilities where such a measure might remedy such unfair competition.

Arthur M. Loew, president of Loew's International; Howard Dietz, vice-president and director of advertising-publicity and his staff, consisting of Si Seadler, Dan S, Terrell, and John Joseph, will attend the meeting today and speak on their activities.

Sales Policies

Sales policies were also discussed yesterday but no decision was reached. However, it was decided that one other picture would be added to the summer schedule, i.e., "Teresa," which will make a total of 12 for the three months starting June 8.

Loretta Young to Variety Convention

PHILADELPHIA, May 8. — Loretta Young will represent the Hollywood studios at the 15th annual Variety Clubs Convention here starting tomorrow, Marc J. Wolf, international chief barker, reports.

Hargreaves Named

(*Continued from page* 1)

serve as joint assistant managing directors of Odeon. John Davis will continue as managing director and, in addition, becomes vice-chairman.

Variety Convention

(*Continued from page* 1)

vise his show, it was announced.

A charter will be presented to a delegation which is here from Tokyo, among them, A. C. Humbert of Pathe-Overseas, and J. B. Miller. Also on the business agenda is a discussion of the possible participation of individual Variety tents in the operation of the Will Rogers Hospital at Saranac Lake, N. Y. A discussion on the advisability of establishing group life insurance for all members is also on the books. Decision may be made, too, on holding several meetings yearly for international officers only instead of the usual mid-year conference of all tents. A vote will be taken on a revised constitution and selection made of the tent to receive the annual "Charity Citation" for top humanitarian efforts of the past year.

Election of officers and an open forum on organization matters will close the business sessions on Saturday. Secretary of Commerce Charles Sawyer will address one of the business sessions.

A Faye Emerson show and buffet-supper are set for Wednesday evening, the annual canvasmen's dinner is set for Thursday night, and the annual "Hey Rube" dinner for Friday. Assisting Schlanger on arrangements are: Beresin, Everett Callow, Harold Cohen, Edward and Jay Emanuel, Michael Felt, Louis Goffman, Jack Greenberg, David Supowitz and Bennett Tousley.

TESMA-NPA

(*Continued from page* 1)

bolted to the floor are listed as "real" property, which manufacturers claim is completely at variance with accepted practice.

Neu, who is a member of the 35mm. equipment industry advisory committee which met late last month with NPA officials in Washington, said he believed the preparation of the list had been made without full consideration of its effect upon the equipment industry and that a change might be reasonably expected.

In any event, Neu said, the organized equipment and supply men will do everything in their power to have the chair classification changed to what it has always been.

NPA Gets Protests; May Rule in a Week

WASHINGTON, May 8. — National Production Authority officials said that "several" protests had been received from theatre seat manufacturers and dealers against its recent action classing seating as real property, and that an NPA answer might be forthcoming within a week.

The matter has been turned over to NPA's legal staff, it was reported. NPA officials said that so far no other protests have been received against any classifications on the real property list.

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NCA Meet

(Continued from page 1)

tres, Mayer said most of the money came from large theatre circuits.

After the speeches, in a surprise move, Ted Mann, of Minneapolis, was elected president of NCA, replacing Ben Berger. The city members of the nominating committee outvoted the out of state members and the convention made Mann's election unanimous. Berger was named delegate to national Allied, a new post.

Convention resolutions condemned the Sargo-Stein investigations; called upon distributors to grant relief through lower rentals; resolved to conduct a militant campaign in opposition to compulsory percentage terms; and informed Republic that exhibitors deplore the film company's consideration to make films available to television.

Talking without a prepared speech, Abram F. Myers, general counsel of national Allied, broadly intimated at the NCA convention that distributors have not yet answered his letters on points of arbitration to complete reports to the Allied board meet, set for May 14 and 15 in Kansas City.

He revealed that Allied stands pat on arbitrating all distributor-exhibitor grievances, "not one or two types and allow others to rage in court."

Discusses TV

Discussing television, Myers declared that owners already are turning off sets and coming back to theatres. He expressed the belief that the box office decline is due to the public spending policy of recent years of purchasing durable goods, TV sets, etc., adding, "if ever there was a mistaken idea it is that the decline is due to TV." He declared that showmanship stemming from the grassroots could return pictures to the number one entertainment spot.

Myers traced Allied's efforts to keep COMPO alive, urging exhibitors to keep it going "if we are to pull the industry out of a rut."

Mayer made his revelation of COMPO financing in an appeal for more exhibitor contributions. At the same time he made it plain that his faith in COMPO is greater than ever.

"In the eight months we have been operating," he said, "we have encountered a lot of discouragements and many setbacks, but nonetheless, I believe today more strongly than ever, that if our business is to survive and prosper we must achieve unity—call it COMPO, or whatever you like—that somehow in the face of lethargy, indifference and selfishness, we must eventually do what every other American industry, large and small, has done—form an all-industry organization to improve our business and to defend our legitimate interests.

"Many important people in the industry have not been enthusiastic over COMPO, and on top of this we in COMPO, myself and my associates, have also made our share of mistakes and will probably continue to make more. But I am convinced that when men of common sense and goodwill sit down together they will eventually take whatever steps and make whatever sacrifices that are necessary to unite every branch of our industry in building up our box-office and maintaining our prestige," said Mayer.

Distributors were bitterly assailed by Berger on Monday for an "underhanded attempt to extort" money from small town exhibitors through investigations and audits of Sargoy & Stein. He warned "if this vicious practice continues, theatre owners will be galvanized into retaliatory action."

Berger revealed that Sargoy & Stein has "attacked" several small situations in Minnesota and North Dakota and is now carrying on investigations in Wisconsin.

Trade Pact Provisions

(Continued from page 1)

quay, England, results of which were made public today.

Another important concession was a promise from the Turkish government to press for passage of legislation to equalize the admission tax between theatres showing foreign films and those showing domestic films. At present, there is a 70 per cent tax on admissions to foreign films and a 25 per cent tax on admissions to theatres showing Turkish films. A bill is pending in the Turkish Parliament to make the tax 60 per cent on all admissions.

The Torquay negotiations went on from September, 1950, to April, 1951. The U. S. negotiated agreements with 17 countries, and seven of these pacts had concessions to the U. S. on film exports. The U. S. made no concessions on duties for films or motion picture equipment sent into this country.

Each country must still ratify the pacts signed at Torquay but State Department officials said they expected all pacts would be ratified by the Oct. 21 deadline. The concessions will go into effect between June 6 and Nov. 21, depending on when the particular pact is ratified. Once in effect, the concessions will remain through Dec. 31, 1953.

These are the countries whose pacts contained film concessions:

Austria—The duty on exposed and unexposed film, whether or not developed, was bound at the present rate.

Canada—The present duty-free status was bound on film imported into Canada for reproduction and re-exporting.

Dominican Republic—The 25 per cent *ad valorem* rate on motion picture apparatus and parts, except film, was cut to 20 per cent.

West Germany—In addition to the pledge to hold any screen quota for German films to 27 per cent, the government bound the duty-free status of negative film exposed and developed, and bound at the present rate the duty on positive film exposed and developed.

Korea: The present 40 per cent *ad valorem* rate on motion picture films, both positive and negative, was cut to 20 per cent.

Peru: The present duty on amplifiers and loudspeakers was cut by one-third. The present duty on projectors and accessories and parts was cut in half. The duty on exposed films was bound at the present rate.

Turkey: In addition to the pledge to equalize the tax situation, the pact cut by 75 per cent the present duty on unexposed motion picture film and bound at the present rate the duty on exposed film. A 17 per cent reduction was made in the rate on projectors.

CEA May Lift Ban on Third Hecht Film

LONDON, May 8.—The Cinematograph Exhibitors Association's executive committee will recommend to the general council that the ban on films with which Ben Hecht is associated be lifted insofar as "Love Happy" is concerned. The ban was imposed following Hecht's anti-British statements in connection with policy in Israel several years ago. It was lifted recently on two other pictures with which Hecht was associated.

Col. Confirms Parks' Pact Cancellation

HOLLYWOOD, May 8.—Columbia has confirmed the cancellation of Larry Parks' contract by "mutual agreement."

Parks, who has been without an assignment at Columbia since he admitted before the House Un-American Activities Committee that he was a member of the Communist Party from 1941 to 1945, has agreed to the cancellation of his one-picture-a-year contract with the studio, a Columbia spokesman disclosed.

Ark. ITOA

(Continued from page 1)

miums paid in the same period.

The executive committee questioned the validity of these figures and appointed a five-man committee headed by M. S. McCord of North Little Rock to check them.

The television committee headed by Claude Mundo, Little Rock, in a report today predicted that television will be a reality in Arkansas in 18 to 24 months. There is no television station in Arkansas now but there are two applications on file for TV at Little Rock. Memphis TV stations now cover Eastern Arkansas.

Mike L. Simons, of M-G-M's public relations department, said in an interview today that he believes Arkansas theatres have facilities and ability to fight successfully the TV popularity in Arkansas. Simons said TV "people are in trouble because they have so over produced that they can't give their sets away."

Another speaker, J. Robert Hoff of Omaha, Neb., sales manager of Ballantyne Co., protested the National Production Authority order removing theatres from the essential category for allocation of construction material.

Coast Admissions

(Continued from page 1)

85 thereafter. The price for children unaccompanied will be nine cents. F. and M. jolted neighborhood price policy last February by instituting a flat 50 cent policy for the Baldwin Theatre.

Southside theatres, an F. and M. affiliate, also announced today that two houses playing a seven-day break, the Southside and Balboa, will install a flat 60 cent policy tomorrow, and that the Rio, together with the Alto and Mayfair, will operate on a flat half-dollar basis henceforth.

Warner Deal

(Continued from page 1)

their work it will be presented to members of the syndicate for their approval.

2. When a draft has been approved by syndicate members, attorneys for the syndicate will meet with the Warner brothers' attorneys who, meanwhile, are drafting sales conditions for their principals.

3. When joint drafts have been agreed upon by the attorneys for the buyers and sellers, the principals will get together for the final discussions.

Asked how long it might take to reach the final phase, the syndicate member said, "If you have ever worked with lawyers you know how uncertain that is. It could be in a day or two. It might not be before next week."

Asked whether "hitches" of any kind had been encountered thus far, the syndicate member replied that the deal is not in a stage in which "hitches" would occur; if any develop it would not be until the joint meetings are under way, he said.

Reports Confirmed

The principal confirmed reports that Sol Lesser, independent producer; Arde Bulova, chairman of the board of Bulova Watch Co., and Lee Shubert, theatrical producer, now have commitments within the bidding syndicate. He stated that Albert Leeds, one of the original members of the syndicate, met yesterday with Nat Cummings, chairman of the board of Consolidated Grocers Corp., Chicago, and indicated that it appeared he would be given a participation.

He said that Clinton Murchison, Dallas banker and insurance man, and Sam Gottesman, paper manufacturer, are not now members of the syndicate but might become a part of it by sharing the participations of some of the other members.

The principal confirmed that no final allocations of individual participants have been made yet among the syndicate members due to the fact that it still is not known exactly how many shares of Warner Brothers stock are in the several trust funds held in the names of members of the Warner families. The ultimate count, he confirmed, might bring the total to nearly 1,800,000 shares which, at the offering price of $15 per share, would involve nearly $27,000,000.

The original members of the syndicate, in addition to Lurie, are Charles Allen and Samuel Ungerleider, New York brokers, and their partners, Al Leeds and Al Goetz, and Transamerica Corp. Lurie is handling the participation of Transamerica, which has indicated it will duplicate whatever amount Lurie invests. The latter has said he expects to put in a minimum of $5,000,000 and a maximum of $7,500,000.

Warner Baxter, 59

HOLLYWOOD, May 8.—Warner Baxter, 59, veteran film actor who is widely remembered for his creation of the Cisco Kid role, died at his home here last night after a long illness.

Form TV Firm

Henri Leiser, motion picture and television producer, and Emanuel K. Fruman, industrial consultant, have formed Intercontinental Tele Sales.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

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VOL. 69. NO. 91 NEW YORK, U.S.A., THURSDAY, MAY 10, 1951 TEN CENTS

Hope to Have 20th-Fox U.S. Decree Friday

Expect Court Action Before New Deadline

WASHINGTON, May 9.— Twentieth Century-Fox officials and Justice Department officials hope to reach a final agreement by Friday on the proposed consent decree, it was reliably reported here today.

They have been meeting every day for the last week, and claim the end is now definitely in sight.

It would still be another week or more after a final agreement is reached, however, before all of the papers are drawn up and presented to the Federal Court in New York.

Meanwhile, a stipulation to extend the deadline for filing 20th-Fox's divorcement plan from May 10 to May 24 was signed yesterday by the New York statutory court. The extension matches the timetable reported from Washington.

USCountersHughes' High Court Appeal On RKO Stock Sale

WASHINGTON, May 9.—The Justice Department is expected to ask the U. S. Supreme Court tomorrow or Friday to affirm the New York Statutory Court's order that the Irving Trust Co. sell Howard Hughes' stock in RKO Theatres if Hughes himself has not done so by the end of next year. Irving Trust is trustee for Hughes' theatre stock.

The Department's answer to Hughes' appeal will be filed in the New York District court, for transmittal to the Supreme Court. The high court will

(*Continued on page* 4)

Decision Reserved In Dipson Appeal

The three-judge U. S. Circuit Court of Appeals here yesterday reserved decision following argument on appeals to overrule a decision by the Buffalo District Court which disallowed the Dipson Circuit's $5,000,000 anti-trust suit against six distributors and Buffalo Theatres, Inc.

Judge Thomas Swan presided at yesterday's hearing, and was flanked

(*Continued on page* 4)

Ban on 'Miracle' Upheld; Films Held Censorable

ALBANY, N. Y., May 9.—The Apellate Division unanimously held today that the Board of Regents had authority to revoke the license which the Motion Picture Division had issued for "The Miracle" and which the Regents viewing the Italian film "sacrilegeous," rescinded, on the premise they were "correcting the illegal acts of a subordinate body."

In supporting the Regents and ruling against Joseph Burstyn, Inc., licensee of "Ways of Love" (of which "The Miracle" is a part), five judges rejected the claim that censorship of sound motion pictures is un-Constitutional, as a restraint on freedom of speech and freedom of the press.

"We do not regard such an issue as

(*Continued on page* 5)

Report Progress on W.B. Deal Drafting

The Louis R. Lurie syndicate's deal for the purchase of the Warner family stockholdings in Warner Brothers Pictures was still in the hands of attorneys yesterday without definite indication of when it might be ready to present to the principals. Progress, however, was reported.

Attorneys for the syndicate, including Edwin Weisl for Lurie, Morti-

(*Continued on page* 4)

NPA EASES MAJOR EQUIPMENT RULES

Theatre TV Total Reaches 73; Goal Of 100 Seen Near

With at least 73 theatre TV sets in operation or on order, U. S. exhibitors seem well on their way to reaching a predicted goal of 100 theatres equipped with large screen television by the end of the year.

The announcement on Tuesday by RCA that 13 circuits have ordered 50 sets of the RCA equipment brings the total for RCA to 66 on order or already operating. Added to these are four sets of the Paramount intermediate type now in use and two more

(*Continued on page* 5)

20th to Re-release 6 Top Westerns

"In response to demands from exhibitors for outstanding Western action pictures in Technicolor," Andy W. Smith, Jr., sales vice-president for 20th Century-Fox, yesterday announced the re-release of "six of the company's biggest pictures in that

(*Continued on page* 5)

Reclassifies as Personal Property Chairs, Soda Fountains, Water Coolers

WASHINGTON, May 9.—The National Production Authority today substantially relaxed some of its controls on theatre equipment installation by reclassifying four major types of equipment as personal property rather than real property.

The items were unit air conditioners without ducts, auditorium chairs, water coolers and soda fountains. Seat manufacturers especially have been protesting their classification as real property, and apparently their protests did some good.

The relaxation arises from the fact that there is no limit on how much a theatre owner can spend in purchasing personal property, while purchases of real property are subject to the $5,000 per year ceiling on construction costs. The installation costs of all personal

(*Continued on page* 5)

Induction of Tokyo Tent Highlights 1st Variety Session

PHILADELPHIA, May 9.—The highlight of today's opening session of the 15th annual convention of Variety Clubs International was the induction of Tokyo Tent No. 40 by national ceremonial officer Jimmy Balmer, Pittsburgh. The Tokyo tent was represented by A. C. Humbert, RKO-Pathe representative in Japan.

Marc Wolff, International chief barker, was chairman of the session, opened by chief barker of Tent No. 13, Ted Schlanger.

First assistant chief barker Jack

(*Continued on page* 4)

Hits Distributors On Clearances, Runs

DENVER, May 9.—Clearance problems were highlighted in an address by Charles Niles, national treasurer of Allied, before the convention of the Allied Rocky Mountain Independent Theatres here at the Cosmopolitan Hotel.

Niles charged that distributors were setting clearances and runs on the basis of what is best for themselves

(*Continued on page* 4)

Kalmenson Sets 1951 Sales Drive for 34 Productions

Warner Brothers' annual sales drive has been set for the 17-week period from June 3 through Sept. 29, 1951 and will honor the company's division sales managers, Ben Kalmenson, sales vice-president, reported here yesterday.



Ben Kalmenson

Sales heads to be honored in the drive will be Roy Haines, Western division manager, Jules Lapidus, Eastern and Canadian division, John Kirby, Southern division, and Haskell Masters, Canadian district manager. Some 34

(*Continued on page* 5)

Ark. ITO Aims to Alter Drive-in Tax

LITTLE ROCK, Ark., May 9.—Independent Theatre Owners of Arkansas today approved the work of its executive committee toward having the excise tax collected on each person admitted to drive-in theatres instead of on each vehicle.

President Sam Kirby of Little Rock, head of the committee, said the committee had discussed the matter with the Internal Revenue Bureau and had obtained promises of help from Senator J. W. Fulbright (Dem., Ark.) and Rep. Wilbur Mills (Dem., Ark.) in changing the law.

A committee was appointed to seek group fire insurance for Arkansas

(*Continued on page* 5)

Salesmen May Join Either AFL or UMW

MILWAUKEE, May 9.—The possibility that the Colosseum of Motion Picture Salesmen of America will join either the American Federation of Labor or John L. Lewis's United Mine Workers loomed today.

Should the presently unaffiliated union representing the industry's 1,000 film salesmen tie up with either of the national labor organizations, it would be a direct result of the collapse of new contract negotions with the distributors.

David Beznor, Colosseum general counsel, disclosed today that arrangements are being made for conferences in Washington with Lewis and William P. Green, president of the AFL.

The Colosseum attorney said the purpose of the conferences "is to discuss the problem created by the failure of major distributors to reach an agreement with the Colosseum," which recently filed with the National Labor Relations Board in Chicago unfair labor practices against eight film companies.

Queried on Affiliation

Asked whether it could be inferred from this that the Colosseum will seek affiliation with UMW or AFL, Beznor replied that affiliation "is not necessarily" implied. He added, however, that if affiliation is included in the talks' agenda, "appropriate statements concerning this matter will be made."

The Colosseum's negotiating group, headed by Beznor, sought a "10 per cent plus" pay increase during meetings with distribution representatives at New York and Minneapolis in recent weeks. Other demands included one for increased on-the-road expense allowances.

At the Minneapolis negotiation session, the distributors' negotiating committee, headed by Bernard Goodman of Warner Brothers, offered the union a $4 per week increase in salesmen's salaries. This was flatly refused by the Colosseum. An increase of 10 per cent would correspond to approximately $9 per weeek.

Background of Charges

The unfair labor charges were filed when the negotiations broke down. Cited were: Paramount, 20th Century-Fox, Columbia, Warner, Universal, RKO Pictures, Republic and Loew's.

In a letter to Colosseum members with respect to the collapse, Beznor held that the distributors "were not bargaining in good faith and had no earnest nor sincere desire to conclude a fair agreement with the Colosseum."

In his report to the salesmen, Beznor concluded: "We have here the spectacle of employers with swollen profits paying out fabulous salaries to their executives in addition to bonuses and 'expense accounts,' refusing to offer a salary increase to their employes to meet the increased cost of living."

Personal Mention

E. C. GRAINGER, Shea Circuit head, is on a two-week tour of the company's theatres.

•

AL SHERMAN, radio showman, will now be sponsored by the Georgetown Theatre over station WGMS in Washington, D. C., in a 15-minute broadcast devoted to the screen and stage, beginning Saturday.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is due to arrive today in Oklahoma City from Dallas. He will leave for Atlanta on May 13.

•

GEORGE WELTNER, president of Paramount International Films, and MRS. WELTNER will arrive here from Europe today aboard the *S.S. Liberte*.

•

CARL FISHMAN, newspaper contact for Loew's Theatres, is scheduled to return here from a Florida vacation on Monday.

SHERRILL CORWIN, Los Angeles exhibitor-producer, is expected here next week from the Coast.

•

DAVID D. HORNE, foreign sales representative for independent producers, will enter Rockaway Beach Hospital on Monday for a major operation.

•

EDWARD C. DOWDEN of Loew's Theatres advertising-publicity staff is due to return here from Buffalo tomorrow.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has returned to Hollywood from Seattle and Portland, Ore.

•

P. T. DANA, Universal-International's Eastern sales manager, left here yesterday for Philadelphia.

•

LEE KOKEN, RKO Theatres vending chief, is slated to return here today from a tour of Ohio.

US Films' Value to Indonesia Is Cited

Joseph L. Hacobiantz, general manager of N. V. Intraport, distributor of United Artists pictures in Indonesia, visiting New York, discloses that American-made pictures have important propaganda value in his country. Hacobiantz is here from Jakarta, Indonesian capital, to negotiate with Al Lowe, UA foreign department chief, for an increase in the shipment of films to Intraport.

Hacobiantz said he was provided with only 21 pictures last year. He reminded that American companies have been sending to Indonesia an average of 50 pictures each per year.

Einfeld in Chile, To Meet Exhibitors

Charles Einfeld, vice-president of 20th Century-Fox, on a tour of South America, will meet with Chilean exhibitors and the country's Film Board today at Santiago to discuss mutual distribution, exhibition and showmanship plans, 20th's home office disclosed here yesterday.

Einfeld, who arrived there earlier this week, has already met with U. S. Ambassador Claude G. Bowers and through him conveyed the respects of Spyros P. Skouras, head of 20th, to President Gabriel Gonzalez Videla of Chile. Einfeld will leave for Lima, Peru tomorrow. He will return to New York next week.

Clift and Swanson Honored by French

Montgomery Clift and Gloria Swanson have been named the best foreign actor and actress and awarded the annual French Femina Motion Picture Prize, according to word received here from France.

Clift was acclaimed for his performance in Paramount's "A Place in the Sun," while Miss Swanson was honored for "Sunset Boulevard."

Says New UA Aids Independents

The new United Artists setup has had a revitalizing effect on independent production in Hollywood, Tony London, here from the Coast, believes. London, vice-president of George Pal Productions, said there is a surge of confidence among independent producers because of the new UA.

London has acquired the rights for screen, television, and radio to 208 Frank Merriwell stories. Plans have been completed to turn the stories into a series for television. He and Ira Uhr have formed Frank Merriwell Enterprises. Production is scheduled to start shortly on the Coast. Uhr was formerly head of casting at Columbia.

London viewed television as an incentive to better theatrical productions.

Baron Is Sixth UA Field Appointment

The expansion of United Artists permanent field staff continues with the appointment of Charles Baron to cover Pittsburgh, Cleveland and Detroit exchange areas.

Baron, sixth permanent field representative to be added to UA's staff under Mori Krushen, exploitation manager, most recently completed 12 years with Metro-Goldwyn-Mayer as field representative.

Neagle and Guinness Win British Awards

LONDON, May 9.—The annual "Picturegoer Award," Britain's equivalent of the Hollywood Oscar, went to Anna Neagle and Alec Guinness for the best screen performances of 1950. Bette Davis and William Holden won second places.

Miss Neagle won her award for her work in the film "Odette" and Guinness his for his playing of Disraeli in "The Mudlark."

Illinois Allied Buys TV Spots for Film

Chicago, May 9. — Allied Theatres of Illinois has authorized M. M. Fisher Associates, advertising agency, to buy television spot announcements during the subsequent runs of "Fighting Coast Guard." Some 15 announcements, timed to coincide with the opening days of the first, second, and third outlying runs, will emphasize that the picture is playing at neighborhood theatres.

This will be the first time that television has been used to promote a picture in Chicago after it has completed its first Loop run.

NEWS in Brief . . .

HOLLYWOOD, May 9.—A four-man committee representing studio talent guilds was appointed today on the issue of participation in producers' proceeds from the sale of theatrical films to television. The committee, made up of a delegate from the Screen Actors Guild, Screen Writers Guild, Screen Directors Guild, and the AFL Film Council, came out of an informal meeting here of the various organizations. The group will study the situation and report back at an undetermined period.

•

CHICAGO, May 9.—A $600,000 antitrust suit against Balaban and Katz and major film companies has been filed in Federal Court by attorney Seymour Simon on behalf of the suburban Normal Theatre at Roseland, Ill. and its owners, Rose Debretzeni and Steve Toth.

The complaint charges that all major distributors except Paramount refused to serve the theatre before the sixth week of general release, 101 days after Chicago first run, and that Paramount kept the theatre back to the fourth week of general release, giving prior runs to the State, Parkway and Roseland theatres, owned jointly by Louis Reinheimer and Paramount.

•

Edward F. O'Connor has been appointed general manager of M-G-M sales and distribution in Japan, by Morton A. Spring, first vice-president of Loew's International Corp. O'Connor relinquishes the post of regional director of the Far East to devote for the new one.

Seymour Mayer, an assistant to Spring, assumes the regional directorship of the Far and Near East in addition to his regular duties. He has left here by air on an inspection trip. Thereafter he will make his headquarters in New York.

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ALBANY, N. Y., May 9. — Present efforts to establish arbitration in the film industry merit the support of all exhibitors, in the opinion of Harry Lamont, president of Lamont Theatres.

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FOR THE FIRST TIME IN ITS 100-YEAR HISTORY THE CAMERAS GO "INSIDE THE WALLS OF FOLSOM PRISON"



AND OUT COMES AS SENSATION-CROWDED A WARNER ATTRACTION AS EVER WAS SHOWN INSIDE THE WALLS OF A THEATRE!

A story out of the dark past behind the model prison that Folsom is today

STARRING

STEVE COCHRAN
DAVID BRIAN

WITH

PHILIP CAREY
TED de CORSIA
DOROTHY HART

Written and Directed by CRANE WILBUR Produced by BRYAN FOY

TRADE SHOW MAY 17

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Sirenco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

Variety

(Continued from page 1)

Beresin, acting as deputy mayor of Philadelphia, also extended a welcome and then told the delegates of the necessity for each tent to have a concrete charity.

International ring master Bob O'Donnell, Dallas, paid tribute to the host tent and a wire was read from Variety officer John H. Harris, advising of his inability to attend.

A message was read from Phillip, Duke of Edinburgh, in connection with the British Tent No. 36, expressing his happiness to be a member. C. J. Latta, the English delegate, has not arrived as yet.

Chick Lewis Reports

International press guy Chick Lewis stated that the trade press coverage of the past year had been of a quality rather than a quantity type. He suggested that all tents cooperate in handling International Variety news in their local areas. He also recommended several changes in the constitution such as an International chief barker meeting at least four times a year with other officers; certain revisions of the finance committee; that all international officers have their activities outlined clearly; and that the method of selection of the Humanitarian Award winners be changed.

Executive director Bill McCraw cautioned that care should always be exercised in the selection of the various tents' chief barkers. The constitution, he said has been revised and clarified, not modified, and delegates were cautioned to consider it carefully before they vote on it at later sessions. He added that local tents must take the Variety "heart" message to the public. The televising of the banquet Saturday night will reach millions, and is a step in the right direction, he said.

It was announced that Nate Sander, of Des Moines, had a heart attack enroute to Philadelphia, and was hospitalized in Moline.

Detroit Tent

The case of the Detroit tent, which wiped out its deficit, was stated. Property master Murray Weiss said that the tents must keep in touch with the International. National heart chairman Nate Golden, Washington, reported that tents spent for charity the past year $2,600,000 and to date $17,000,000.

International treasurer or dough guy George Eby, Pittsburgh, made his report. Total assets were given as $111,396.25; total liabilities and net worth as $111,396.25.

The difficulties of New York Tent No. 35 were explained and the delegates promised to wipe out their indebtedness to the International by the end of the year. They hope to establish headquarters in the Woodstock Hotel, providing they can get a liquor license, it was announced.

Wolff and the Las Vegas delegation in colorful cowboy and cowgirl suits met Faye Emerson and her escorts who arrived at the municipal airport in a private plane. She met the press this afternoon and did her TV show tonight.

Dr. Sidney Farber, scientific director, Childrens' Cancer Research Foundation, New England, will address the Saturday morning session of delegates. He will not be able to attend the heart report meeting on Thursday.

OPTICAL EFFECT PRINTER

A permanent position is open with a reputable company in New York City. Excellent opportunity for thoroughly experienced man.

Box 456, Motion Picture Daily
1270 Sixth Ave., New York 20

Rodgers Says MGM Will Act Against Drive-ins Using Unfair Practices

The problem of drive-in policies, discussed at Tuesday's session, was amplified at yesterday's session of M-G-M sales managers and home office executives at their gathering here at the Hotel Astor. Among the drive-in topics gone into were free admissions, excessive passes, giveaways, admitting busloads of patrons at a specified price, etc. Where such conditions exist and constitute what might be considered unfair competition with other theatres, M-G-M field executives were asked to examine carefully each individual situation so that it could be determined what steps might be taken to keep such practices from spreading.

William F. Rodgers, sales vice-president, stated that he did not believe such offenders were entitled to the same availability as theatres which operate on a legitimate basis, and emphasized that consistent with the company's legal obligations, all steps possible would be taken to minimize the extent of such unfair competition.

More Schwalberg Tribute Acceptances

The following additional acceptances for the testimonial to A. W. Schwalberg, Paramount Film Distributing Corp. president, on May 15 at New York's Waldorf Astoria Hotel, were reported here yesterday by the company:

Luis Montes, exhibitor of Mexico, J. Meyer Schine, Louis W. Schine, Donald Schine, Seymour Morris, Bob Sherman, Harry Royster, George Lynch, Harry Feinstein, Charles Smakwitz, Gus Schaefer, Sam Varbalow, Joseph Varbalow, Frank Boucher, Jack Harrison, Martin Quigley, Jr., Jim Ivers and Mel Konecoff.

Acceptances received from the Paramount contingent, in adidtion to those already named, include: Oscar Morgan, Jerry Pickman, Monroe Goodman, Sid Blumenstock, Mort Nathanson, Sid Mesibov, Carl Clausen and Jack Roper from the home office, and from the field: M. R. Clark, J. J. Donohue, Hugh Owen, Howard Minsky, George Smith, Gordon Lightstone, Henry Randall, Myron Sattler, Jack Perley, Lou Wexler, Eddie Bell and Nat Stern.

Pouros-Simos Action Settled Out of Court

HOLLYWOOD, May 9.—Plaintiffs' attorney Fred A. Weller today announced settlement of the year-old anti-trust suit filed by Sam Pouros and A. J. Simos, Bakersfield exhibitors, against Fox West Coast, National Theatres and six distributors, on the payment of a "substantial sum" by the defendants.

The suit had charged that the complainants' Rex Theatre, Bakersfield, had been deprived of second-run product by the defendants between 1935 and 1939 with the result that they were "virtually forced" to sell the theatre to FWC.

Gardner Host to Press

Ed Gardner of "Duffy's Tavern," now producer of the first feature to be made in Puerto Rico, "The Man With My Face," was host to the trade press here yesterday at the St. Regis Hotel. He is in New York to meet with William J. Heineman, United Artists sales vice-president, and Max E. Youngstein, UA vice-president and national director of advertising-publicity, on releasing plans for his film.

Wide Promotion Is Planned for 'Teresa'

Widest circulation was pledged for "Teresa" by William F. Rodgers and his six M-G-M field sales managers at the conclusion of yesterday's three-day sales session at the Astor Hotel here. Rodgers and his aides promised full cooperation on distribution and playdates following a talk by Arthur M. Loew, president of Loew's International, and producer of the picture. The film will be released nationally on July 27.

Loew stated he has no financial interest in the film, that it is owned 100 per cent by M-G-M.

Others who attended yesterday's meeting included Howard Dietz, vice-president and director of advertising-publicity; Silas F. Seadler, advertising manager; Dan S. Terrell, exploitation head, and John Joseph, publicity manager. The three days of general sessions having ended, the six men from the field will today begin individual sessions at the home office for the next two days with departmental heads.

Oppose Vermont 10% Admission Tax Bill

MONTPELIER, Vt., May 9.—Opposition by exhibitors to a 10 per cent admission tax proposed in the Vermont legislature was registered at a hearing on the bill held at the State House.

Ray Feely, representing the Independent Exhibitors of New England, and Frank C. Lydon, representing Allied of New England, appeared as industry spokesmen.

Services for Baxter

HOLLYWOOD, May 9.—Funeral services will be held here Friday at noon at Wee Kirk Heather, Forest Lawn Cemetery, for Warner Baxter, 59, veteran actor, who died at his home here Monday night.

Counters Hughes

(Continued from page 1)

adjourn for the summer either late this month or early next, and it is quite possible that the Hughes' appeal will not be disposed of until the court returns in October.

Judging by the arguments made before the New York court, the Justice Department will argue that under the original purpose of the suit and the facts of the case, the New York court was well within its rights to enter the order, and will also point out that the court had specifically reserved jurisdiction in the RKO consent decree to make any changes it might feel necessary.

Warners

(Continued from page 1)

mer Gordon for Charles Allen, Samuel Ungerleider and their partners, and Thomas Dahlquist for Transamerica Corp., were reported to have the purchase agreement in near final form and had conferred with Robert Perkins of Warner and other Warner attorneys. A full-scale matching of notes between attorneys for both sides was viewed as likely for today.

Tackle Preliminaries

Only when the attorneys have completed the perliminaries, agreeing or disagreeing on the major provisions of the purchase and sale agreements, will the actual principals get together. While that meeting could come at any time, it is dependent entirely on the further progress made by the attorneys, it was stated.

The syndicate is offering $15 per share for the entire Warner family holdings, estimated at nearly 1,800,000 shares, or approximately 25 per cent of the outstanding stock.

Dipson Appeal

(Continued from page 1)

on the bench by Judges Augustus N. Hand and Charles Clark.

Robert L. Wright, former anti-trust attorney for the Justice Department, argued in behalf of the plaintiff. On hand to argue against a reversal of the Buffalo decision were Edward Raftery, counsel for Warner and United Artists; Frank Raichle of Buffalo, representing Buffalo Theatres, Loew's and Paramount, and Sid Pfeiffer, another Buffalo attorney, representing RKO Pictures and 20th Century-Fox.

Parallels Brief

Wright's oral argument paralleled the brief he had filed earlier. He claimed the lower court's ruling was completely contrary to the Supreme Court's decision in the Paramount and Jackson Park cases.

The District Court threw out the Dipson claim on the ground that Paramount and Loew's in pooling their Buffalo theatre interests and in favoring the theatres involved with product, were not monopolizing or restraining trade, nor were the other distributors who favored the Loew-Paramount theatres.

Niles Hits

(Continued from page 1)

rather than for the exhibitors. Clearances between theatres not in substantial competition were not logical, he declared. Niles called for more prints and for a lower price for middle of the week time and declared that "slot time" was against the public interest and tends to age films.

Myers on Compo

Abram F. Myers, national Allied general counsel, who announced that he would speak on the topic of arbitration tomorrow, spoke on the aims and history of the Council of Motion Picture Organizations today. He said the big job was to get people back to the theatre, declaring that COMPO should concentrate on this project at present.

The fight to have Denver adopt Daylight Savings Time was outlined by John Wolfberg, president of the Rocky Mountain unit.

Skouras,Mankiewicz Hit Censorship at N.Y. Freedom Rally

Censorship and suppression was condemned "as highly dangerous to the American ideal of a free people in a free nation," at a public meeting of the National Council on Freedom from Censorship of the American Civil Liberties Union at the Town Hall here last night. On the occasion messages were read from Spyros P. Skouras, 20th Century-Fox president, and Joseph Mankiewicz, producer-director, both of whom are on the Coast.

Skouras in his message said in part: "It is important that each media of communication, as well as every individual, enjoy freedom of speech and opinion to the fullest degree . . . there can be no true freedom of speech for any of us unless this freedom is full and unimpaired for all of us." He expressed the hope that the ACLU undertaking "will be of profound significance."

Intellectual Freedom

Mankiewicz urged a serious examination of the "threat to the continued existence in this country of our most basic intellectual freedoms, the right to be heard, the right to access of doubt as well as dogma."

Among other speakers were: Elmer Rice, dramatist; Francis Downing, associate editor of *Commonweal;* H. V. Kaltenborn, radio commentator; and Lillian Gish.

'Miracle' Ban

(*Continued from page* 1)

an open one in this court," said the opinion written by presiding Justice Sydney F. Foster. "Motion pictures have been judicially declared to be entertainment spectacles, and not a part of the press or organs of public opinion; and hence are subject to state censorship. This court has upheld the power of the State to censor motion pictures, a decision which was affirmed by the Court of Appeals. Strong criticism has been voiced against the distinctions made between movie films and freedom of expression otherwise guaranteed and some *dicta* would seem to indicate a change of viewpoint.

"But despite the enlarged scope of motion pictures as a medium of expression in recent years, and the addition of sound dialogue, the latest authoritative judicial expression which bears directly on the subject still recognizes the distinction. In view of this situation it is not appropriate for us, as an intermediate court, to reexamine the issue."

Burstyn, whose attorney, Ephraim London, said in New York today he would carry the case to the Court of Appeals and probably to the U. S. Supreme Court, can make a motion at the next term opening day, July 2, for permission to appeal to the State's highest tribunal. This is necessary because the opinion against him was unanimous. If the appellate division refuses, he can appeal to the Court of Appeals for permission to bring the case to it.

In either case, the decision would be announced within a day or two, but it is unlikely for the matter to be argued before October at the earliest.

The Appellate Division also held against Burstyn's argument that Section 122, Education Law, which bars licensing of a film deemed sacriligeous, is an unconstitutional exercise of legislative power, under the theory that nothing can be deemed sacriligeous as applied to a motion picture without impinging on the Constitutional guarantee of freedom of religions.

NPA Relaxes Controls

(*Continued from page* 1)

property must not, however, total more than $2,000 a year, and the newly classified "personal property" items will be subject to this limitation.

It is believed that they all would have been subject to this, anyhow, under the amendment to the construction order announced over the weekend, since these were the type of real property items that were classed by NPA officials as "fixtures," and all fixtures, as well as all personal property, came under the new $2,000 ceiling on installation costs.

Installation costs of real property items classified as "construction" items, such as theatre marquees or fencing, must come out of the $5,000, along with the purchase cost of all real property items and along with actual major construction or alteration expenses.

The original list of personal and real property was drawn up by NPA after a meeting between NPA film chief Nathan D. Golden and the theatre equipment industry advisory committee. Today's change was also made public through Golden's office.

Outlook Favorable for 1st Appeal to New NPA Board

WASHINGTON, May 9. — The first theatre appeal has been taken to the National Production Authority three-man appeals board, and the outlook is good for favorable action.

The appeal was made last week by Concho Theatres, Inc., of San Angelo, turned down by the construction control division on a proposal to build a new drive-in theatre in Texas. Concho has done substantial work digging drainage ditches, but had not done any actual building of the new theatre. Under the old construction order, some actual building had to be done, and when it asked for permission to finish the theatre, it was turned down on this ground.

Last Thursday, it was learned today, it appealed to the new appeals board, arguing that it had invested enough money to be allowed to finish, and that in any event the definition of "commence construction" was too narrow. The board was favorably impressed with the appeal, it was reported.

Moreover, on Friday, NPA issued an amendment to the control order broadening the definition of "commence construction" to include substantial site clearance.

NPA to Take Applications For Completion of Construction

WASHINGTON, May 9. — The National Production Authority today said it will start taking applications immediately for permission to complete theatre construction projects where substantial site clearance had been done before October 26, the date of the M-4 construction control order.

The original order permitted completion of projects where there was actual building prior to that date, but not just where there was site clearance. Last weekend, NPA relaxed its order to include site clearance as a ground for approving such projects, and today the agency said applications documenting the fact that substantial clearance had taken place before October 26 should now be submitted if the owners wanted to finish the job.

Theatre TV

(*Continued from page* 1)

ordered by United Paramount Theatres and one General Percision Laboratories unit installed in Shea's Fulton in Pittsburgh.

Trade observers here pointed out yesterday that this concrete manifestation of exhibition's interest in theatre TV will count heavily when the Federal Communications Commission takes up the allocation of frequencies for theatre television at the hearings scheduled for Sept. 17 in Washington.

Five for Fabian

Except for the 20 sets ordered by UPT, the RCA announcement did not specify how many units each of the 13 circuits involved had ordered. It was learned here yesterday that Fabian Theatres' order accounts for five, bringing the circuit's total to seven. Century, who with Fabian has been a leader in experimenting with theatre TV, is understood to have four more units ordered, bringing its total to six.

Other circuits mentioned in the RCA deal with home offices in New York are Comerford; with three on order and two in operation; Shea, with two RCA units ordered and one GPL set in operation; and Walter Reade, reported to have placed its initial order of two.

UPT Leads

Still leading in theatre TV activities is UPT, with five installations and 22 more planned.

None of the companies questioned here yesterday would reveal which of their theatres would get the large screen equipment and a number said frankly that they did not know yet themselves. Few of the circuits expect to get their new equipment in operation before fall.

20th to Re-release 6

(*Continued from page* 1)

category, starting the third week in June."

The films are: "Smoky," "My Friend Flicka," "Thunderhead, Son of Flicka," "Kentucky," "Jesse James" and "The Return of Frank James."

The decision to release the films was based on suggestions form 20th Century-Fox sales personnel during Smith's recent distribution survey around the country. Their information, based on exhibitor's wants, influenced the company to offer the films as soon as possible.

New Technicolor prints have been ordered on the six films. A new line of accessories will include one sheet, three sheets, lobby cards, a new press sheet, ads, mats and trailers.

Titra Plans Expansion

Conferences looking to European expansion by Titra Film Laboratories and conversion to automatic subtitling machinery are being held at various localities on the Continent this week by David Opochinsky, Titra vice-president, and Frank Manfredi, New York plant manager, who are abroad for the meetings.

Kalmenson Sets

(*Continued from page* 1)

productions will be available during the drive period.

The drive will be named the "Roy Haines Drive," "Jules Lapidus Drive," "John Kirby Drive" and the "Haskell Masters Drive," for the respective territorial chiefs.

The four competitive branch groups in the drive have been set as follows: (1) Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, San Francisco and Washington; (2) Atlanta, Charlotte, Cincinnati, Cleveland, Indianapolis, Jacksonville, Kansas City, Minneapolis, New Orleans and Toronto; (3) Albany, Buffalo, Denver, Milwaukee, New Haven, Oklahoma, Salt Lake, Seattle, St. Louis; (4) Des Moines, Memphis, Omaha, Portland, Calgary, Montreal, St. John, Vancouver and Winnipeg.

Among the 34 productions to be included in the drive period are: "Goodbye, My Fancy," starring Joan Crawford, Robert Young and Frank Lovejoy; "Along the Great Divide," starring Kirk Douglas and Virginia Mayo; "Inside the Walls of Folsom Prison." Steve Cochran and David Brian; Alfred Hitchcock's "Strangers on a Train," Farley Granger, Ruth Roman and Robert Walker; "Fort Worth," in Technicolor, Randolph Scott; 'Captain Horatio Hornblower," Technicolor, Gregory Peck and Virginia Mayo; "Jim Thorpe—All American," Burt Lancaster; "A Streetcar Named Desire," Tennessee Williams' play starring Vivien Leigh and Marlon Brando; "On Moonlight Bay," in Technicolor, Doris Day and Gordon MacRae; "Force of Arms," William Holden, Nancy Olson and Frank Lovejoy; "Painting the Clouds with Sunshine," in Technicolor, starring Dennis Morgan, Virginia Mayo, Gene Nelson, in addition to Lucille Norman.

Ark. ITOA

(*Continued from page* 1)

theatres. This was reaction to the recent increases in insurance rates. Another committee was appointed to work out a code of ethics, seeking cooperation of drive-in theatres, and with a goal of settling the dispute over prices.

The association has condemned what it calls price-cutting by drive-ins. The group also adopted plans for an annual poll in which Arkansas theatre-goers will choose their own favorite film, actor, actress and Western star. Awards will be made at a ball to be held each year in January. It was also announced that annual awards to theatre owners, in honor of M. A. Lightman, Sr., of Memphis, Tenn., and C. A. Lick of Fort Smith, will be inaugurated next year at the groups 33rd annual convention.

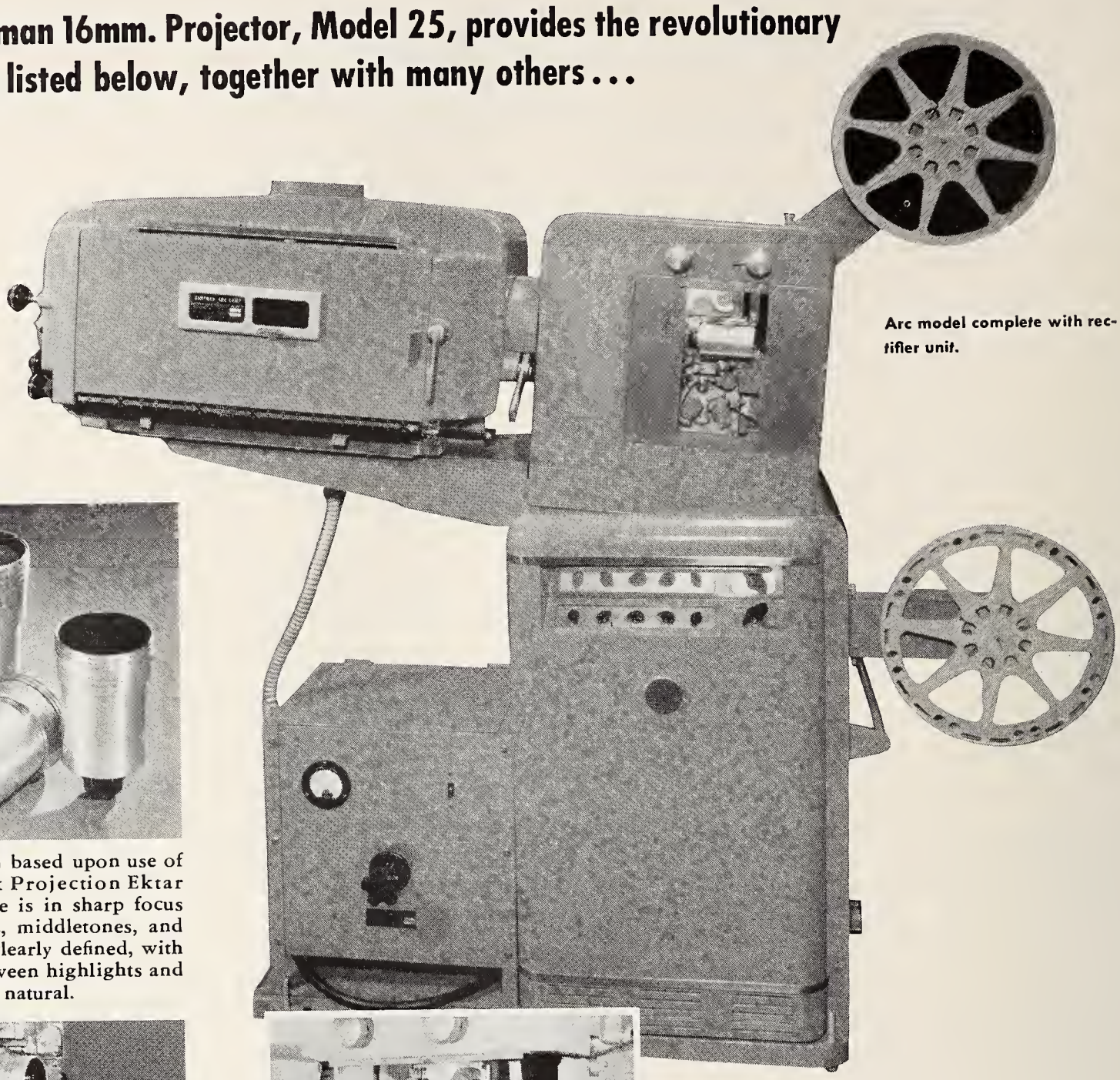
Kirby Reelected

Top three officers reelected were Kirby, president; W. B. Sockwell of North Little Rock, vice-president, and Jack Bomar of Little Rock, secretary-treasurer.

ORDER YOUR SPECIAL TRAILERS from FILMACK
QUICK SERVICE QUALITY WORK
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Exclusive with this projector...

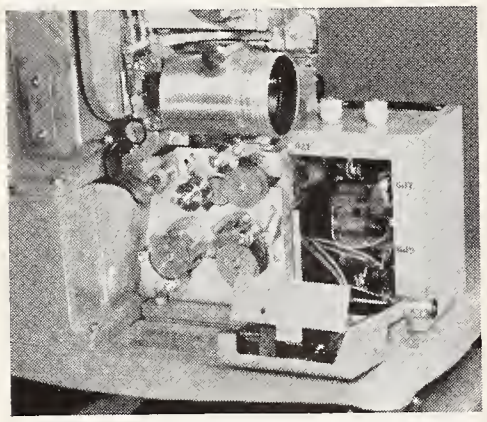
Only the Eastman 16mm. Projector, Model 25, provides the revolutionary new features listed below, together with many others...



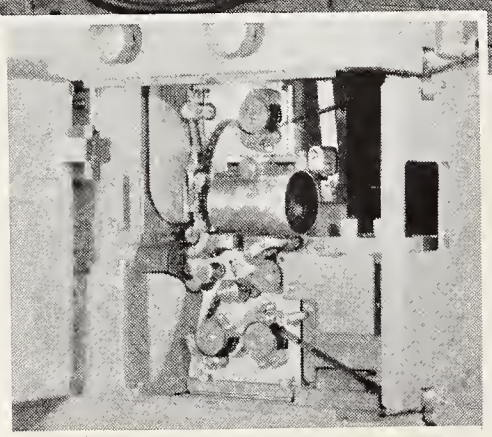
Arc model complete with rectifier unit.



New Optical System based upon use of *Lumenized* Kodak Projection Ektar Lenses. The picture is in sharp focus overall. Highlights, middletones, and shadow areas are clearly defined, with range of tones between highlights and shadows complete, natural.

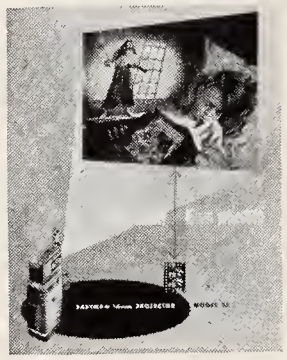


New Sound Reproduction employing "slitless" type sound optical system. Special curved cylindrical lens element forms intermediate image which is imaged on film at further reduction of 3 to 1, giving flat image of uniform width and constant intensity.



New Heavy-Duty Mechanical Design establishes new standards of 16mm. performance. For example: shock forces in each essential kinematic unit are isolated; accelerators in intermittent system are cushioned; geneva star movement is of advanced design.

For further information and prices, write for copy of new 16-page book, "Theater Quality 16mm. Projection."



Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 92 NEW YORK, U. S. A., FRIDAY, MAY 11, 1951 TEN CENTS

Call Off Deal for Sale Of Warner Bros. Stock

H. M. Warner Says He and Family Unwilling To Withdraw from Company They Founded; Will Concentrate on Production Schedule

The deal for the purchase by the Louis R. Lurie syndicate of the entire stockholdings of the Brothers Warner and their families in Warner Bros. Pictures Co. blew up yesterday. Announcement of the termination of negotiations on the $27,000,000 deal for approximately 1,800,000 shares of Warner-owned stock, representing 25 per cent of the total outstanding, was made in a statement issued by Harry M. Warner.

Warner gave as the reason for the abandonment of the deal the last-minute unwillingness of him and his brothers to part company with the organization they had founded and devoted their lives to.

Moreover, his statement said that some conditions of the deal had not been settled at the time it was terminated. Among these, according to trade reports, was the insistence of the Lurie syndicate that the Brothers Warner agree to indemnify the corporation for any legal damages under anti-trust suits and the like for which it might become liable.

It was generally believed that the Warners would never have agreed to that condition.

Collapse of the negotiations had been rumored earlier but were met with the flat statement by members

(*Continued on page 5*)

Smith Resigns Sales Post At 20th-Fox

Lichtman Continues As Head of Distribution

The resignation of Andy W. Smith, Jr., as vice-president and general sales manager of 20th Century-Fox was announced yesterday by Spyros P. Skouras, president.

The company's statement said Al Lichtman, who has directed distribution activities for the company for the past two years, will continue in that capacity. Lichtman, until recently, was a vice-president of 20th-Fox but the company's annual report to stockholders issued recently did not list him as an officer. Associates said he preferred to continue in his executive distribution capacity without title.

Smith's resignation, which Skouras announced with regret, was attributed to his desire to take a long rest. He left here yesterday for Canada on a personal trip.

Smith, a veteran of 37 years in the industry, had been general sales man-

(*Continued on page 5*)

Industry Pledges Full Defense Aid

Support of the industry here to the local civil defense program was pledged yesterday at Times Square ceremonies marking the opening of recruiting stations in 600 Broadway and neighborhood houses throughout the city. Grover Whalen, coordinator of recruiting and public information, praised the industry for its past and present record in behalf of civic affairs.

Among industry figures who spoke and pledged support to the drive were:

(*Continued on page 5*)

NY Cashiers Weigh Strike Against RKO

IATSE Theatre Cashiers Local No. B-52 of New York and RKO Theatres have reached an impasse in the negotiations for a new union contract, and the local will decide within a week whether it will exercise the strike authority which has been granted it, according to Charlotte Campbell, president of B-52.

Miss Campbell said the company

(*Continued on page 5*)

US Says 20th-Fox Consent Decree Ready for Signing

WASHINGTON, May 10.—Justice Department spokesmen confirmed today that they have practically reached a final agreement with 20th Century-Fox officials on a proposed consent decree.

They declared they did not yet know whether they would need another bargaining session, but that it was quite possible they might not. Points which have now been agreed on by attorneys must be referred back

(*Continued on page 5*)

$1½-Million Trust Suit in Milwaukee

MILWAUKEE, May 10.—A $1,500,000 anti-trust suit has been filed in Federal Court against eight distributing companies by the Colonial Amusement Co., which owns the Colonial here, alleging that is was forced by the distributors to run old pictures.

Colonial's complaint alleges that

(*Continued on page 4*)

'Frozen' Situation Explored by Myers

DENVER, May 10.—Abram F. Myers, national Allied general counsel, today declared that competitive bidding should not be used except in instances where an exhibitor is being frozen out of a run.

Addressing the Allied Rocky Mountain Independent Theatres convention here at the Cosmopolitan Hotel, Myers said that arbitration should be in a simplified form shorn of technicalities and that it should lessen cases that go to the courts.

Officers of the organization were held over pending an election in Janu-

(*Continued on page 4*)

Variety Pledges $2,454,797 For Charity in 1951-52

By RED KANN

PHILADELPHIA, May 10. — Chief barkers of Variety Clubs International today rolled up pledges of $2,454,797 to be spent on their various charities in 1951-52, it was announced at the organization's fifteenth annual convention at the Bellevue Stratford hotel here. This compares with $2,565,976 spent in 1950-51 against pledges of $2,600,800 in that period.

Aside from the Will Rogers Memorial Hospital at Saranac Lake, N. Y., which is an undertaking in which Variety Clubs International, itself, is directly interested, these pledges once again were committed on behalf of the wide assortment of activities locally sponsored by each tent.

These range from blood banks and

(*Continued on page 4*)

Expect Reelection Of Marc J. Wolf

Philadelphia, May 10. — Marc J. Wolf, international chief barker of Variety Clubs International, and other incumbents are expected to be returned to office for another year in an uncontested election which will wind up the organization's 15th annual convention.

Eminent satisfaction over Wolf's first term, plus a widespread feeling that no presiding officer, regardless of competence, can function best on a one-year basis are the influences behind pre-election thinking.

Warner Shares Off On N. Y. Exchange

Although confirmation of the collapse of the Louis R. Lurie syndicate's deal for purchase of the Warner brothers' stock did not come until after the end of trading yesterday on the New York Stock Exchange, the company's shares were down ⅜ point on a relatively small turnover of 9,300 shares, closing at 13⅛ for the day.

Since reports of the deal started circulating in Wall Street about two weeks ago the stock rose from 11⅞ on turnovers of from 20,000 to 35,000 shares daily through Wednesday. Heavy sales of the issue are looked for today.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, has returned here from the Coast.

•

GEORGE A. HICKEY, M-G-M field sales manager in Los Angeles, and M-G-M sales managers BURTUS BISHOP, JR., Chicago; JOHN S. ALLEN, Dallas; RUDY BERGER, Washington, and JOHN J. MALONEY, Pittsburgh, are due to leave here today for their respective headquarters.

•

LEON BAMBERGER, RKO Pictures sales promotion manager, has returned here from Little Rock, Ark. On Monday he is scheduled to leave for Kansas City to address the combined conventions of Allied of Kansas and Missouri and the National Association of Drive-in Theatres, May 15-17.

•

FRANCIS, Universal-International's "talking" mule and "Miss Defense Bond of 1951," arrived here yesterday from Philadelphia on their 35 key-city tour on behalf of the Treasury's bond campaign.

•

TED R. GAMBLE, head of Gamble Enterprises, is due to leave here over the weekend for the Coast and will return to New York next Friday.

•

CHARLES SIMONELLI, Universal Eastern advertising-publicity manager, left here last night for Chicago to confer with Balaban and Katz executives.

•

ANATOLE LITVAK, director-producer, is due to return here from Europe on Wednesday.

•

FRED POLANGIN, Stanley Kramer publicist on the Coast, returned to Hollywood yesterday from New York.

•

R. E. WARN, manager of Westrex's Hollywood division, has returned to the Coast from New York.

Pollock Here on Deals for 'Attack'

Louis Pollock has arrived in New York from the Coast to discuss distribution deals for his feature picture, "Suicide Attack," based on official Japanese films of the war in the Pacific. The film had two successful showcase openings, in San Francisco and San Diego. Pollock, who edited and wrote the narrative for the film, is a former advertising-publicity executive with major companies here.

Goodfried and Heim Join UA Field Staff

The appointment of Robert Goodfried and Wally Louis Heim as United Artists field representatives, under Mori Krushen, exploitation manager, was announced yesterday by Max E. Youngstein, UA vice-president and national director of advertising-publicity.

$20,000 Gross for 'Caruso' at Hall

"The Great Caruso," M-G-M, gave Radio City Music Hall here one of its best opening day grosses in recent years yesterday, with the total expected to top the $20,000 mark. A long line awaited the box-office opening yesterday morning and hold-outs were the rule throughout the day.

$2,000 Opening Day Record for 'Fabiola'

NEW ORLEANS, May 10.—Capping a colorful publicity campaign and an elaborate world premiere at the Joy Theatre here last night, Jules Levey's "Fabiola" broke all first-day records at the house today with an estimated gross of $2,000. United Artists is distributing.

With the city turned into a Roman revel, with lions, tigers and ocelots parading the streets, city officials, newspapermen and social leaders donned togas and laurel wreaths to get into the spirit of the premiere event.

Levey and Mayor Morrison addressed the premiere audience. The campaign was worked out by theatre manager Ernest McKenna and UA fieldman Murray Roman, under the direction of Mori Krushen, and will be duplicated for the New York opening at the Victoria on May 30 and for all other key-city premieres.

Lippert Previews 3 Film-TV Melodramas

HOLLYWOOD, May 10.—Lippert Productions today press-previewed the first of three dual-purpose melodramas designed to be conveniently split into two half-hour television programs after theatre runs have been completed.

Entitled "Pier 13," the picture presents Hugh Beaumont, Edward Brophy, Richard Monahan, and Richard Travis, as principal players in these private-eye type stories connected, in the picture version, by the continuation of their role identities and story setting.

The Lippert policy contemplates withholding the pictures from television until maximum grosses from theatrical exhibition have been collected. The stories in "Pier 13" are derived from half-hour radio melodramas broadcast as "Pat Novak, for Hire," over ABC in 1948-1949.

Walsh At Hartford Anniversary Fete

HARTFORD, May 10.—Richard F. Walsh of New York, international president of the IATSE; Hy Fine, of New England Theatres, Boston, and Harry F. Shaw, Loew's-Poli Theatres, New Haven, were among 400 guests who attended the 50th anniversary dinner of Local No. 84, IATSE, of Hartford, last night, at the Hotel Bond.

Charles Obert, president, was in charge of arrangements.

NEWS in Brief . . .

Paramount's "Golden Circle" of stars of the future will meet the press at a luncheon which the company will give on Tuesday at the Waldorf-Astoria Hotel here.

Additionally, the "Circle" members will attend the testimonial dinner to A. W. Schwalberg, president of Paramount Film Distributing Corp., which will be held that evening at the Waldorf-Astoria. The "Circle"—Paramount's program to develop future screen personalities—includes Judith Ames, Pierre Cressoy, Laura Elliot, Nancy Gates, Nancy Hale, Virginia Hall, Peter Hanson, Mary Murphy, Michael Moore, Barbara Rush, Joan Taylor.

•

Top ranking officers from the U. S. Coast Guard, headed by Rear Admiral Louis B. Olson, and representatives of the Army, Navy and Marine Corps will attend the New York premiere of Republic's "Fighting Coast Guard" at the Mayfair Theatre this evening.

Herbert J. Yates, Republic president, will head a group of the company executives attending the premiere.

•

Advertising and promotional campaigns for forthcoming Lippert productions were outlined at the Hotel Warwick here yesterday at the closing session of the company's Eastern sales meeting.

Meanwhile it was announced three more former Eagle Lion Classics salesmen were added to the Lippert sales department. They are Jack Katz, in Los Angeles; Robert Tarwater, to the Atlantic branch, and Jack Galloway, to Florida territory.

•

Five speaking dates have been scheduled for Dick Pitts of the staff of the Council of Motion Picture Organizations.

This evening Pitts will speak before the North Bellmore Republican Club of North Bellmore, L. I., and on Monday he will appear in Atlanta before the Atlanta Better Films Council and the Theatre Owners of Georgia. On May 16 he will address the joint meeting of the AMPA and the Publicity Club here and on May 22 he will speak before the Republican Club of East Rockaway, L. I.

Co-Op Ad Drive for 'Of Men and Music'

A cooperative advertising-promotional campaign is set to kick-off Sunday for 20th Century-Fox's "Of Men and Music" at 32 theatres in Greater New York. Opening variously starting next week, the theatres will play it as a single feature. Included are independent houses and selected theatres in the following circuits: Skouras, RKO, Walter Reade, Century, Cinema and Liggett and Florin.

The engagements will be heralded by a 300-line cooperative ad Sunday in the *New York Times, Herald-Tribune* and *Journal-American,* and Monday in the *Post* and *Daily Mirror.* The ad will list the theatres with their specific opening dates.

Election of Para. Board on June 5

Barney Balaban, Paramount president, Adolph Zukor, board chairman, and the other 12 company directors will be up for reelection to the board by the stockholders at a meeting of the latter set for June 5.

The other board nominees are: Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Austin C. Keough, Earl I. McClintock, Fred Mohrhardt, Maurice Newton, Paul Raibourn, Edwin L. Weisl and George Weltner.

There will be no nominees to replace on the board Harvey D. Gibson, who died last September, and Stephen Callaghan, who resigned last month.

Stockholders will vote additionally on the proposed reduction of the capital stock of the corporation on June 4 by eliminating the 342,694 shares of common stock purchased by the company since June 5, 1950.

Sells Stanley Theatre

The Stanley Theatre and adjoining property here have been sold to a realty syndicate represented by Lehrich and Lehrich, attorneys.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

Paramount Presents
Appointment with DANGER
with
Alan Ladd · Phyllis Calvert
in person
LOUIS JORDAN
AND HIS ORCHESTRA
THE JAYWALKERS
Bill Davis • Peggy Thomas
THE JORDANETTES
TEDDY HALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Academy Award Winner.. "Year's Best Actress"!
20th record week!
Victoria B'way & 46th St.
JUDY HOLLIDAY
in
BORN YESTERDAY
A Columbia Picture

WHAT IS THE THING?
HOWARD HAWKS' Production
"THE THING"
from Another World
•
NOW!
CRITERION Bway & 45th St.
50c to Noon Mon. to Fri. (Exc. Hols.)

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ALLIED ARTISTS LEADS OFF THE FIRST OF ITS NATIONWIDE SATURATION BOOKINGS MAY 16th, WITH THE WORLD PREMIERE IN WASHINGTON, D. C.!

I was an AMERICAN SPY!



Sensational personal appearance tour of **CLAIRE PHILLIPS,** famed author-heroine of "Spy," grabs front page breaks for RKO Keith's and 68 other houses in the Washington area . . . THEN she heads for saturation set-ups covering CINCINNATI (RKO Grand)...BOSTON (Paramount and Fenway) . . . PHILADELPHIA (Warners' Stanton) . . . CLEVELAND (Warners' Allen).

The READER'S DIGEST Sensation That Startled The Nation!

AN ALLIED ARTISTS PICTURE

Starring

ANN DVORAK • GENE EVANS

with DOUGLAS KENNEDY • RICHARD LOO

LISA FERRADAY • PHILIP AHN

Produced by DAVID DIAMOND

Directed by LESLEY SELANDER • Screenplay by SAM ROECA

Says Franco-British Setup Not for U. S.

Paris, May 7 (By Airmail). —Phil Reisman, RKO Radio vice-president, told the *Motion Picture Daily* Bureau here that a product incentive arrangement, such as the one in effect between Britain and France, would not solve French-American film difficulties. The French government makes available an additional dubbing permit for each French film bought by Britain and is pushed in theatres there. Reisman pointed out that the separation of theatres from production and divorcement, a process now going on in the U. S., would block such a deal. He blamed France for not producing the type of picture which the American public would appreciate.

Denver Allied Meet

(*Continued from page* 1)

ary. The board of directors, including the held over officers, include:

John M. Wolfberg, president; Walter Ibold, treasurer; Joe Ashby, general manager; Mary Lind, Neal Beezley, Leon Coulter, Fred Hall, Elden Menagh, Kenneth Powell, Robert Smith, Lloyd Greve, Fred Anderson, Robert Kehr, Mrs. Marie Goodhand, Dorrance Schmidt, Dr. F. R. Rider, Walter Smith, John Wood, Burl Lingle, Tom Knight and Lloyd Kerby.

Urges Caravan Study Business Conditions

DENVER, May 10. — Allied States was urged today to expand the activities of the Allied Caravan committee from its present task of circulating product information only to the dissemination of successful business and promotional campaigns among members.

To Aid Box-Office

The suggestion came from Henderson M. Richey, exhibitor relations director of M-G-M, and was presented to delegates attending the annual convention of the Allied Rocky Mountain Independent Theatres Association at the Cosmopolitan Hotel here.

Suggested as one means of promoting box-office business, Richey said that the Caravan would make plans for and pass on information to members of national Allied concerning successful campaigns either for individual pictures or for general film appeal to the public.

RKO RADIO PICTURES, Inc.

CINCINNATI
Trade Showing
OF
"HARD, FAST AND BEAUTIFUL"

will be held at the RKO Screening Room, 12 E. 6th St., on MONDAY, MAY 21, at 8 P. M. instead of on Tuesday, May 22.

Review

"Hollywood Story"

(Universal-International)

SCENARISTS Frederick Kohner and Fred Brady have embellished a standard murder-mystery plot with a few novel trimmings, and the result is an interesting "whodunnit" with a Hollywood setting and a touch of the charged atmosphere that marked the old William Desmond Taylor case.

The only names for sale here are Richard Conte and Henry Hull, and while they do carry a measure of drawing power, it will be necessary to rely heavily on the picture's exploitation angles to secure maximum box-office results. These angles may be found in the story's setting, in the unique circumstances that turn a film producer (Conte) into an extra-curricular sleuth, and in the nostalgic glimpses into Hollywood's silent picture days.

As the story opens, Conte arrives in Hollywood fresh from a successful career of film producing in New York. Seeking a story for his first Coast venture he stumbles upon some of the facts surrounding the 20-year-old unsolved murder of a famous film director. In probing these facts for script material, he soon finds himself on the trail of the murderer. Meanwhile, he has surrounded himself with a host of oldtimers—silent screen stars, a scenarist and others—to assist him in the production of his picture. One of these turns out to be the murderer, but we won't spoil it for you by identifying him here. Chances are, though, that many theatre-seat sleuths will have picked him out before the final curtain.

A pretty newcomer, Julia Adams, assists Conte with the romantic chores, and others in the cast include Richard Egan, Fred Clark, Paul Cavanagh, Francis X. Bushman, Betty Blythe and William Farnum.

William Castle's direction keeps the action at a good pace, although at times he is handicapped by slow spots in the script. Leonard Goldstein's production is of substantial quality, but far from lavish, and Carl Guthrie's lensing is appropriately keyed to the film's atmosphere of lurking danger.

Running time, 77 minutes. General audience classification. For June release.

CHARLES L. FRANKE

Heavy Agenda for Ga. Theatres' Meet

ATLANTA, May 10.—An extensive agenda and a long list of speakers have been drawn up for the convention of the Theatre Owners and Operators of Georgia at the Hotel Biltmore here starting Sunday, J. H. Thompson, organization president, reports.

Speakers will include, Sam Pinanski, Harry Ballance, Walter Titus, Robert W. Coyne, Gov. Herman E. Talmadge, Mayor William B. Hartsfield, Maurice Bergman, Mike Simons, Robert Lippert, Robert Mochrie, Hugh Owen, Dick Pitts, Morgan Hodgins, Ray C. Colvin, Nate Halpern, James Jerauld, Herman M. Levy and Gael Sullivan.

Among the topics which are to come up for discussion are: public relations, Hollywood production, the Council of Motion Picture Organizations, studio activities, theatre equipment developments and television.

Monarch Film to RKO

Arrangements have been concluded between Ned Depinet, RKO Radio president, and William J. Gell, chairman of Monarch Film Corp. of London, whereby RKO will release Monarch's current English film, "Lilli Marlene," throughout the Western Hemisphere.

Milwaukee Suit

(*Continued from page* 1)

since 1930 the 20th-Fox and Warner have owned and operated theatres in Milwaukee county "to the detriment of independent theatres." Colonial said it figured its loss in profits at more than $500,000 since 1930 and seeks trebled damages.

The Towne Theatre recently won $1,295,878 in one such suit and the Menasha Realty Co. of Menasha, Wis., recently settled its $600,000 suit for an out-of-court settlement of $75,000.

House Group May Probe in Hollywood

WASHINGTON, May 10.—The House Un-American Activities Committee may send a sub-committee to Hollywood to "tie up the loose ends" after hearings are finished here, Committee Chairman Wood (D., Ga.) declared here.

To Reopen Tuesday

He said hearings are now scheduled to reopen Tuesday, and will probably run on and off for a month or more. Then, he declared "for economy reasons" a sub-committee will probably go to the Coast. He pointed out that there will probably be many witnesses who will not cooperate with the Committee, and that these can be interrogated briefly for the record on the Coast and the Committee spared the expense of bringing the witnesses to Washington.

Senator Commends AA's 'American Spy'

WASHINGTON, May 10.—*The Congressional Record* will carry Senator Wayne Morse's tribute to Allied Artists' "I Was an American Spy," the Senator has announced.

After viewing the Ann Dvorak-Gene Evans starrer which is to have a world premiere in Washington on May 16 at RKO Keith's Theatre, the Oregon Senator commented, "I am known as a conservative man. When I tell you that this motion picture is authentic in its details, I mean just that."

Award to Miss Williams

BOSTON, May 10.—Esther Williams has accepted the invitation of the awards committee of the Boston Chamber of Commerce to appear here Tuesday to receive a citation at the "first assembly of American women of achievement." Another to receive the award is Ethel Waters of stage and screen.

Variety

(*Continued from page* 1)

hospitals for children's diseases to camps for under-privileged minors and a unique project sponsored by Tent No. 32 of San Francisco which has undertaken the care of blind babies and the education of their parents in such care.

Variety Club of New England led all others in 1950-51, with total expenditures of $720,000 on children's cancer research. Pittsburgh, Tent No. 1 was sharply in front on pledges for the new year with an increase of $120,000 over the current year.

Trim Sails

Other tents trimmed sails for next year, but some announced repeats from last year while still others declared themselves for increased collections and expenditures in the next twelve months.

The convention today voted favorably on a group insurance plan which will become effective provided 75 per cent of the membership of each tent approves. This is required before insurance companies will accept a deal for a lowered premium rate.

Renewal of Variety's long-standing deal with the American Guild of Vaudeville Artists also was voted although AGVA will have to be content with whatever total fees are voted by each tent. This may fall short of the $20,000 provided in Variety's original agreement with AGVA. The deal itself permits performers to appear at Variety fund-raising drives without salary.

Cities Vie

Houston, Cincinnati and Las Vegas are thumping hard for the 1952 convention with Las Vegas out in front in aggressive campaigning.

Secretary of Commerce Charles Sawyer was chief speaker at today's luncheon. He urged delegates not to be daunted by television and predicted a sound future for motion pictures despite new forms of entertainment such as television that may arise.

A tent is in the making in Ireland, according to C. J. Latta, chief barker of Variety of Great Britain. Not remote is a chapter in France while initial efforts looking toward a unit in Holland already have been launched.

Detroit reported that its reorganizational difficulties are ended and a new start has been made. Herman Levy, chief barker of the New Haven tent, reported a new spurt of activity in his area.

Tokyo which is the baby tent and No. 40 in the roster already has launched a "heart fund." With Jack Alicoate as chairman and Jay Emanuel and this correspondent among members of the committee, the "Heart Award" winner will be divulged at the banquet Saturday. Alicoate announced that one winner, three honorable mentions and one personal commendation would highlight his committee's decision.

Glockner Joins ABC

ALBANY, N.Y., May 10.—Maurice Glockner head of the Schine Circuit's candy subsidary, has resigned to take an executive post with ABC Vending Corp. in New York. He was with Schine in Gloversville for 18 years, starting in the real estate department.

His assistants, Stanley Werthman and Henry Schulthies will handle Glockner's duties for the present.

Smith

(Continued from page 1)

ager of 20th-Fox since 1947 and a vice-president since 1949. He entered the industry in 1914 and held posts with Pathe. Hodkinson, First National, Warner Brothers, United Artists and RKO. He joined 20th-Fox in 1942 as Eastern division sales manager.

Lichtman, an industry pioneer, has been in the industry more than 40 years. He was the first sales manager of Paramount, Famous Players and Artcraft Pictures; operated his own production and distribution company, Preferred Pictures, with B. P. Schulberg; was general manager of distribution of Famous Players-Lasky, and of Universal; was president of United Artists and a vice-president of Loew's. He joined 20th-Fox in 1949 in the top distribution post he now holds.

Indications are that an operational sales chief will be appointed by Lichtman in the near future.

NY Cashiers

(Continued from page 1)

offered the local a $2 per week pay increase at a meeting last February and that meanwhile the union has made a counter-proposal on which the company has not acted. In rejecting the company's proposal, the local asked for "a greater increase," and a 36-hour, five-day work week, she explained.

The negotiations began last September when the cashiers' previous contract expired. The local's membership numbers about 80 cashiers employed at RKO theatres in Manhattan, Brooklyn and Queens. Joseph Basson, special representative of the "IA" international office here, has been active in the negotiations during the past two months.

Efforts to reach Leslie Thompson, RKO Theatres labor relations director, for comment on the reported impasse in negotiations with the IATSE Cashiers' Local here, were unavailing.

Unveil Para. Studio To Home TV Viewers

Hollywood, May 10. — "City at Night," a Santa Fe Railroad-sponsored television program of conducted tours of big industrial plants, or public institutions, last night over Paramount-owned station KTLA-TV took viewers on an 80-minute tour of Paramount Pictures Studio.

No player personalities were shown in the telecast. Producer Robert Welch acted as host to the television-narrator, plugging today's opening of his "Lemon Drop Kid" at the Hollywood and Downtown Paramount theatres, and other pictures were mentioned by title as the camera dwelt upon sets and equipment used in their making. Unit managers and construction departments heads accompanied the narrator, explaining operations of their departments.

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Full Text of H.M. Warner's Statement on Deal's End

The full text of the statement issued yesterday by Harry M. Warner, president of Warner Bros., on the ending of negotiations for sale of the Warners' stock to the Louis R. Lurie syndicate is published herewith.

"Negotiations over the bid made by Mr. Louis R. Lurie and his associates for the stock personally owned by my brothers Albert, Jack and me have been ended most amicably.

"While Mr. Lurie was prepared and willing to meet most of our preliminary stipulations and others were still under consideration, we felt that we could not withdraw from the great undertaking which has been so vital a part of our lives.

"Originally we entered negotiations with Mr. Lurie only because he shared our respect and our feeling of responsibility to the company built over so long a period and to the valued personnel who have contributed to its many successes.

"When all was said and done, however, we could not sever ourselves, and we have determined to devote our entire attention to a schedule of motion picture productions which is probably the most forward looking in the history of this company.

"Our efforts in the matter of production and distribution will still be coupled with the reshaping of the Warner Theatre Circuit so that it complies with the legal decree and still remains as a money earning entity.

"As a final word, I wish to express my regard and respect for Mr. Lurie. I have known him for thirty-five years as a brilliant and straightforward businessman. He has expressed a complete understanding of the feeling of Albert, Jack and myself in this matter."

W.B. Stock Deal Collapses

(Continued from page 1)

of the syndicate that the negotiations were still in the hands of the lawyers. Confirmation that the deal was off came in mid-afternoon following a meeting of the Warner board of directors.

The negotiations were begun more than a month ago by Charles Allen and Samuel Ungerleider, New York brokers and friends of long-standing of Jack L. and Albert Warner. As the deal progressed, Allen and Ungerleider and their partners, Albert Goetz and Albert Leeds, brought in Lurie, San Francisco financier and realtor, who numbers many top industry figures among his friends.

Others Join

Lurie interested members of the Giannini family in the deal with the result that Transamerica Corp., their investment company, joined the syndicate and agreed to match any participation in it that Lurie took. The latter had said he was prepared to put in a minimum of $5,000,000 and a maximum of $7,500,000. The balance of the commitments were subscribed by Allen and Ungerleider and their partners and associates. The latter included Sol Lesser, independent producer; Arde Bulova, board chairman of Bulova Watch Co.; Lee Shubert, legitimate theatre owner and producer; Nat Cummings, board chairman of Consolidated Grocers Corp., Chicago, and others.

The negotiations were brought to their final stage this week when Lurie and Jack Warner arrived from the Coast for the decisive meetings. There was no indication that the syndicate lacked the necessary financing or that any such problem was involved in the collapse of the deal.

Consent Decree

The Brothers Warner were disposed to sell out and retire largely because of the Federal consent decree which forces them to dispose of the theatre operations, in which field they entered the industry 46 years ago and on the foundation of which they built the present gigantic Warner company. They have until April 4, 1953, to separate theatre operations from production-distribution operations. In addition, as Warner stated, their high regard for Lurie played a part in their willingness to negotiate.

The syndicate, with Lurie personally handling the work, had planned to liquidate the theatres piecemeal and locally had the deal been concluded, believing that method would prove most profitable. Harry and Albert Warner had planned to retire, had the deal been concluded. Jack had promised to continue to run the Burbank studios for at least six months.

In his statement yesterday Harry Warner said that the "entire attention" of him and his brothers will now be devoted to the company's production schedule coupled with the "reshaping" of the theatre operations so that they comply with the decree "and still remain as a money earning entity."

The statement emphasized the amicable atmosphere in which the negotiations had been conducted and the high regard in which Lurie is held.

No TV Spot Shortage

CHICAGO, May 10.—Marvin Frank of W. B. Doner Co., advertising agency handling the local co-operative advertising campaign of the drive-ins, said that there is not a critical shortage of TV spot time on Chicago television stations. He said there was a big demand for premium time though.

Skiatron Board Meet

A meeting of the Skiatron board of directors Monday will hear a brief prepared by its counsel, Telford Taylor, to be presented to the Federal Communications Commission requesting permission to hold a 90-day test trial of its Subscriber-Vision in New York this fall.

20th Divorcement Studied by Lehman

The investment-banking firm of Lehman Brothers has been conducting studies for 20th Century-Fox of the financial problems relating to divorcement of the company's production-distribution from its exhibition activities.

Durng 1950, 20th-Fox and its subsidiaries paid $60,000 to Lehman Brothers for this service and for services in connection with the placement of a $7,500,000 loan by National Theatres, it was reported.

20th-Fox Decree

(Continued from page 1)

to principals for final acceptance, it was declared.

Even after final acceptance, it may be a week or more before the terms are made public.

Industry Pledges

(Continued from page 1)

Edward N. Rugoff, president of Metropolitan Motion Picture Theatres Association; Harry Brandt, president of Independent Theatre Owners Association, and Spyros Skouras, Jr., executive vice-president of Skouras Theatres Corp.

Lieut. Gen. Willis D. Crittenberger, and civil defense director Arthur W. Wallander made appeals for public suppport.

The First Army band and color guard were present at the ceremonies.

Barron Memorial

WASHINGTON, May 10. — Kathryn Grayson and Walter Pidgeon are the first stars to accept invitations to take part in dedication ceremonies for the Carter Barron Amphitheatre here. They will fly in for the dedication, which takes place May 25, Loew's officials announced.

WB Declares Dividend

The board of directors of Warner Brothers Pictures yesterday declared a dividend of 25 cents per share on common stock payable July 5 to stockholders of record on June 8.

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Variety Averts Schism Over Constitution

Name Group to Resolve Powers of International

By RED KANN

PHILADELPHIA, May 13. — A schism in the ranks of Variety Clubs International was narrowly averted in the closing stretches of the 15th annual convention here at the Bellevue Stratford hotel when Robert J. O'Donnell, international ringmaster, walked out under the sting of criticism from the floor and later walked in again under exhortations of Variety's rank and filers.

The situation, ultimately turned over to a committee of which Samuel J. Switow of Louisville, Ky. was chairman, was touched off by Fred C. Coleman, former chief barker of Tent No. 21. of Atlanta.

He struck for a constitutional amendment specifically limiting the

(*Continued on page 3*)

Italian Pact Off to July

Signing of the new Italo-American film pact, now under negotiation in Paris, will take place in New York on or about July 1, officials of the Motion Picture Association of America reported here at the weekend following a trans-Atlantic telephone conversation with John G. McCarthy, MPAA foreign department chief, in the French capital. Signing had been expected much earlier.

The MPAA officials said the talks

(*Continued on page 3*)

'Lab' Technicians' Pay Talks Collapse

An impasse arising barely a week after talks opened has brought an abrupt end to wage raise negotiations here in behalf of the East's 1,900 film laboratory technicians belonging to IATSE Local No. 702.

John J. Francavilla, president of the local, said at the weekend that the negotiations broke down when he refused a 7½ cents an hour pay hike

(*Continued on page 3*)

Charge of Variety Joining COMPO 'Illegally' Sparks By-law Debate

Philadelphia, May 13.—The charge was made, and passed unchallenged Friday, that Variety Clubs International became a charter member of the Council of Motion Picture Organizations "illegally" by Fred C. Coleman, former chief barker of Tent No. 21 of Atlanta.

At the organization's 15th annual convention here at the Bellevue Stratford hotel, Coleman led a heated discussion over the sphere of authority of the international officers, alleging the latter group was usurping prerogatives vested in each tent under the organization's constitution and by-laws.

The decision to join COMPO, Coleman asserted, was never submitted to the tents but was determined by the international top-kicks.

Trust Suit Damages Total $176-Million, 20th Reports

The extent of the burden of civil anti-trust actions on the industry was highlighted at the weekend in a report which identified a single major company as a defendant in 120 such suits at the beginning of the current year. Several more have been filed since.

The company, 20th Century-Fox, disclosed also in the report that "in about 100 of these suits damages are requested aggregating, when trebled, approximately $176,000,000."

Defendants in these 120 actions, include not only 20th-Fox and certain of its subsidiaries, but also other, distributors and exhibitors, the report points out.

The number of defendants in the actions varies from one to 48, and the suits, alleging violations of state as well as Federal anti-trust laws, generally charge monopolies among, distributors and exhibitors, attempts to monopolize, and conspiracies in restraint of trade. Charges also include refusals to license films, imposition of unreasonably long clearances and of minimum admission prices in licenses, use of blind or block licensing, zoning and discriminations.

In substantially all of the actions some sort of injunctive relief was requested. In three cases decrees have

(*Continued on page 3*)

Paramount Pictures Reports Quarterly Net of $1,411,000

Paramount Pictures estimates the earnings of the corporation and its domestic and Canadian subsidiaries for the first quarter ended March 31, at $1,411,000 after provision for income taxes. Taxes were approximately $590,000 higher than those for the first quarter of 1950.

These earnings do not include $205,000 representing Paramount's net interest in the combined undistributed earnings for the quarter of partially owned non-consolidated companies, principally DuMont Laboratories, Inc.

Earnings for the quarter ended April 1, 1950 were estimated at $1,441,000 and did not include $597,000 of undistributed earnings of partially owned subsidiaries.

The estimated profit for the quarter represents 61 cents per share on 2,302,760 shares outstanding, which compares with 45 cents per share for the quarter ended April 1, 1950 on 3,172,870 shares then outstanding.

Three National Tours For 20th's 'David'

Aiming at three age levels, 20th Century-Fox has set up three touring units to be devoted to both key-city and grass-roots promotion of Darryl F. Zanuck's "David and Bathsheba." The three age levels are: 6-to-17, 18-to-35 and those over 35.

Described by the company as its "most carefully calculated plan to capture the interest of specific audience groups," the units will be composed of the following:

1, A national tour featuring Walter

(*Continued on page 3*)

20th Signs Willmark To Check Pictures

Signing of a contract with Willmark Service Systems for checking the company's percentage pictures at box-offices was announced here Friday by 20th Century-Fox. The company had formerly used the services of Confidential Reports, Inc.

The Willmark organization has been operating a checking service in the motion picture industry for a number of years, in addition to its checking service for the industry in general.

Allied Board Will Propose Films' 'Rescue'

Meets Today on Agenda Embracing Many Topics

KANSAS CITY, May 13.—Discussion of ways of "rescuing the film industry from its present depressed condition," along with action on arbitration, competitive bidding and television will feature the Allied States Association spring board meeting, which gets under way here tomorrow.

The two-day meeting will be held at the Phillips Hotel. It will be followed by a national equipment show and drive-in convention, lasting through Thursday and a Kansas-Missouri Allied meeting.

Releasing the proposed agenda for the meeting, general counsel Abram F. Myers noted that fewer topics have been proposed than usual, "apparently because directors wished to insure ample time for a general discussion of the state of the industry." He noted

(*Continued on page 3*)

Goldwyn Sets 4 for '51-52

Undertaking what was described as the largest and most expensive 12-months production program in his career, Samuel Goldwyn announces that he will spend about $9,000,000 on four pictures to be produced between June, 1951, and May. 1952. Three will be in Technicolor. One will be shot in the South Seas, the other three in Hollywood.

In setting up the large appropriation, Goldwyn points out that despite the competition of television and other

(*Continued on page 3*)

20th-Fox Weighing Decree Terms

With the major work of negotiating a consent decree with the Department of Justice completed, 20th Century-Fox attorneys returned here from Washington at the weekend and laid the proposed agreement before company heads for approval.

Whether the consent decree will stand as it is now or whether another meeting with the Department of Jus-

(*Continued on page 3*)

Personal Mention

JACK L. WARNER, production vice-president of Warner Brothers, returned to Hollywood over the weekend from here. HARRY M. WARNER, company president, is due to return to the Coast at the end of this week.

•

TED R. GAMBLE, head of Gamble Enterprises, who was scheduled to leavc here for the Coast over the weekend, postponed his departure until tomorrow.

•

WILLIAM C. GEHRING, 20th Century-Fox's assistant general sales manager, is expected back at his desk here today following illness.

•

RUFUS BLAIR, Paramount Coast publicist, arrived here from the Coast over the weekend and is due to leave for Boston on Wednesday.

•

FOSTER M. BLAKE, Universal-International's Western sales manager, returned here over the weekend from Des Moines.

•

PAUL LAZARUS, JR., Columbia advertising executive, is scheduled to return here today from the Coast.

•

RUBE JACKTER, assistant general sales manager of Columbia, is due back here today from Boston.

•

LEE KOKEN, RKO Theatres vending chief, is due back here today from Philadelphia.

•

ROBERT LIPPERT, producer, is due in Atlanta today from New York.

Stern N. Y. RKO Trade Press Aide

The appointment of Al Stern as New York trade paper contact for RKO Pictures was announced here at the weekend by Don Prince, Eastern publicity director.

Stern has been with RKO for the past 5½ years as New York editor for the foreign publicity department.

Jeraldine Cooper on Special Merchandising Promotions

Jeraldine Cooper has been added to the RKO Pictures publicity staff. Her first assignment will be on the Wald-Krasna production, "Size 12."

Layoffs Hit WB Publicity Department

Layoffs in Warner's home office advertising-publicity department, affecting about a dozen persons and including Isabel Turner, Dave Carson and Eddie Aaronoff, all radio and magazine contacts, were made by the company on Friday. A company spokesman declined to specify the exact number involved or whether the action was temporary or permanent.

The Screen Publicists Guild met with the Warner personnel Friday evening to plan action on behalf of its affected members.

Others hit by the layoffs, according to the SDG, were Jess Gourlay, with the company 30 years of the Art department, Gil Blackford, senior publicist, Ted Gottfried, associate publicist, Robert Hennelly, apprentice publicist, Al Messick, John Hayson, John Long, Tom Brennan, Georgia Cooper, and Otto Luther.

A guild spokesman said a committee would meet with management today and seek to halt the firings which the SDG labelled "illegal."

Tradewise . . .

By SHERWIN KANE

THE so-called "marginal" exhibitors whose position in recent months has become increasingly precarious should take heart from the message given to M-G-M's field sales managers last week by William F. Rodgers, vice-president in charge of distribution.

Addressing an M-G-M sales conference here, Rodgers urged his staff members to make every effort of which the company is capable to help prevent the closing of distressed theatres.

Insofar as this department is aware, this is the first trade-wide recognition of the plight of the marginal theatre by a distribution company which is prepared to offer assistance to help keep such theatres in business.

Although no specific instructions concerning the type or extent of aid which could be proffered distressed theatres were issued by Rodgers, it is generally known that M-G-M for years has reposed wide authority in its field representatives. When Rodgers urges his men to make "every effort" to help keep a theatre open, he is not excluding the lowering of rentals or other adjustments of playing terms.

•

No fair-minded person, not even exhibitors in temporary business distress, should expect M-G-M to extend its relief measures to the point of loss-selling. It is doubtful whether any theatre whose plight is so desperate that it must be served with film at less than service cost to the distributor could be kept open for long, regardless. However, there are many theatres whose doors can be kept open permanently if accorded reasonable help, such as that to be extended by M-G-M, to tide them over a period of stress.

M-G-M can do much to aid such theatres but it cannot do the entire job single-handedly. It is deserving of great credit for taking the lead and it is certain to achieve the minimum goal specified by Rodgers: "Never let it be said that M-G-M contributed to the closing of any theatre."

Other distributors, surely, are no less concerned than M-G-M with the problem of the marginal theatres. Giving the help which will permit them to remain open today keeps alive the chance of their again becoming prosperous customers when the tide has changed.

No seller ever has improved his own position by permitting his potential outlets to decrease while there is still something he can do to prevent it.

• •

Contrary to some reports, financing of the Louis R. Lurie syndicate's proposed purchase of the stock of the Brothers Warner was not involved in the collapse of the deal last Thursday. The syndicate had commitments from substantial members aggregating $29,000,000, whereas it needed $25,500,000 to consummate the deal.

The major stumbling block, as reported, was the inability of lawyers for both sides to agree on accepting or waiving for their principals responsibility for damages under pending anti-trust and other suits for which the company might subsequently become liable.

The attorneys dumped the problem in the laps of the principals, who began their meetings at seven a.m. Thursday. Ultimately Lurie and Warner left the decision to Samuel Ungerleider, as one of the originators of the deal and a respected friend of both. He held that he could not recommend that either accept the responsibility for indemnification, and the deal was off.

Respected opinion in and out of the trade is that there is little likelihood of any other deal materializing. There were many unique, personal considerations involved in the Lurie syndicate's bid which induced the Brothers Warner to entertain it and which are unlikely to be present again.

Wood Sees Coast 'Red' Hearings Likely

HOLLYWOOD, May 13. — Chairman John S. Wood of the House Committee on Un-American Activities told newsman here Friday on departing for Washington that there is a strong possibility that the committee may set up a subcommittee here to hold hearings as an economy measure. Secrecy veiled Wood's one-day Hollywood visit.

Newsreel Parade

PRESIDENT TRUMAN'S 67th birthday and Ben-Gurion's arrival here are current newsreel highlights. Other items include Korean news, a Defense Bond trailer, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 39 — U. S. hails Ben-Gurion. President Truman's 67th birthday. Freight train wreck in N.Y. All-American Mother of 1951. U. S. greets first rotation troops. Beauty queen. Fishing. Boating.

NEWS OF THE DAY, No. 273 — Ben-Gurion on visit here. Civil defense drive. Birthday party at Miami zoo. London ball. Danish monarchs visit Britain. President Truman's 67th birthday. Sport news: boxing.

PARAMOUNT NEWS, No. 76—"G. I.'s" home from Korea. President Truman celebrates 67th birthday. Fashion show. Chile calls troops to farms. Ben-Gurion in Washington and New York. Voice of Liberty in Czechoslovakia. Bond trailer.

TELENEWS DIGEST, No. 12-B—Korea: British battle on. Indo-China: rebels routed. Election campaign in Japan. Germany: six years after the war. Gymnasts compete for honors in National A.A.U. show in Detroit.

UNIVERSAL NEWS, No. 455 — David Ben-Gurion in New York. Forest fire in New Jersey. Preview of "Hollywood Story." President Truman on Korea and civil defense. Dr. Bunche outlines on war.

WARNER PATHE NEWS, No. 78—Ben-Gurion here. New Free-Europe transmitter. President Truman is 67. Barkley opens Hillman Medical Center. Soldier farmers of Chile. Navy fire fighters. Paris gowns. Australian cops. Horseshow. Civil defense drive.

Aaron, Silverstone In New Fox Posts

Appointment of Edwin W. Aaron as Western sales manager and Arthur Silverstone as Eastern sales manager was announced here Friday by Al Lichtman, director of distribution for 20th Century-Fox. The new appointees will make their headquarters in New York.

Aaron will supervise the activities of the Western, Southern, Central and Mid-Western divisions and Silverstone the activities of the Empire State, New England, Mid-Eastern and Canadian divisions. New Canadian and Mid-Western division managers, succeeding Silverstone and Aaron respectively, will be named soon.

J. M. Schenck Arrives From Coast Today

Joseph M. Schenck and Harry Brand, 20th Century-Fox studio publicity director, are scheduled to arrive here from the Coast today, reportedly to confer with home office management on economy measures. Top company executives, however, declined to comment on the subject of the conferences.

Warner Stock Dips As Deal Aftermath

Warner stock was down ¾ of a point to 12⅜ at the weekend as the collapse of the Lurie deal to purchase the Warner brothers' holdings became generally known. The price, however, held above the 11⅞ quotation prevailing two weeks ago.

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US Backs Hughes' Stock Sale Order

A motion to affirm the New York Statutory Court's order compelling Howard Hughes to sell his trusteed RKO Theatre stock holdings by February, 1953, was filed in Federal Court here Friday by the Department of Justice. Hughes has appealed the order to the Supreme Court. It provides for the Irving Trust Co. to dispose of the stock by 1955 if Hughes does not.

Avert Variety Schism at Meet

(*Continued from page* 1)

powers of the international office of Variety to an advisory, not a decision-making level, thereby insuring the "state rights" status of the individual clubs without infringement.

John H. Rowley, chief barker of the Dallas tent, supported Coleman and so evidently did many of the delegates if pronounced applause from the convention body was a yardstick. When he heard Coleman say the international office was "too big" and "ought to be cut to size," O'Donnell blew up, announced his withdrawal and stalked off accompanied by James G. Balmer, of Pittsburgh, one of Variety's original founders.

The argument thereafter expanded to include the advisability of continuing the organization's mid-winter meetings. Opponents thought meetings were uneconomic and unrequired. Proponents argued Variety had grown so in size that the mid-winter conferences were necessary to keep accumulated business flowing smoothly.

Switow was appointed chairman of a committee to resolve the issue with Elmer Lux, Buffalo; Allan Moritz, Cincinnati; Hall Baetz, Denver; Herman Levy, New Haven; and Col. William McCraw, Variety's executive director. McCraw was re-engaged for another year and his salary increased from $12,000 to $15,000.

C. J. Latta, chief barker of the London tent, reported a group of 11 film men in Dublin had applied for a charter. The request will be investigated and submitted later for action, but the indication was a tent in Ireland which would be the 41st was now merely a matter of time.

Johnny Green, representing the Academy of Motion Picture Arts and Sciences, explained the processes by which the Academy Awards are determined, urged exhibitors to take advantage of Oscar-winning attractions and performers and revealed discussions looking toward a presently unresolved method of extending the Awards system throughout the year had been held.

O'Donnell was authorized to proceed with the development of a plan to fly a group of top flight performers to Berlin, Paris and London next December to put on shows as a Variety project. The proceeds would go to the military in Berlin and Paris and to the British tent in London. The delegates saw considerable public relations value in the contemplated project.

Hamilton Bissell, director of scholarship at Phillips Exeter Academy, reaffirmed the preparatory schools' interest in extending free education to worthwhile boys. O'Donnell urged the delegates to take advantage of the offer.

Tent No. 32, San Francisco, unanimously was awarded the "Heart Award" for 1950 for sponsoring a foundation for blind babies and an educational program of their parents.

For the first time in Variety's history, this year's committee of judges voted three honorable mentions and one special commendation. First honorable mention went to Tent No. 18, Dayton, which is establishing a "Variety Manor for Children," devoted to the care of mentally disturbed children between the ages of seven and 11 and the correction of conditions in the homes of such children. Second selection was Tent No. 11, Washington, for sponsoring the Carter T. Barron Memorial Clinic at its children's hospital. Third was Tent No. 13, Philadelphia, for furthering development of its Variety Club Camp for underprivileged children and its work in infantile paralysis.

The personal accolade was voted the memory of Charles W. Trampe of Milwaukee for devotion to the organization's ideals. This year's committee composed of Jack Alicoate, Jay Emanuel and Red Kann made these decisions unanimously, but Emanuel abstained from voting the citation to the Philadelphia tent.

The announcement, sealed until the dinner Saturday evening proved one of the highlights of the concluding function. The banquet heavily attended by well-known film executives, had as chief luminaries Vice-President Alben Barkley, who presented the "Humanitarian Award" to Paul G. Hoffman and, of course, the recipient of the award. Ken Murray's regularly scheduled television show devoted approximately its first half-hour to a highlight dramatization of Variety's activities and numbered among its cast Robert Young, Luise Rainer, Susan Peters, William Gargan, Buddy Rogers, Charles Coburn and Ralph Bellamy. Hollywood representation here also included Loretta Young among many others.

Johnston to Speak At Balaban Tribute

Eric Johnston will be one of the speakers at the testimonial dinner to Barney Balaban, president of Paramount Pictures, at the Hotel Commodore here on May 26.

Balaban is being honored by his neighbors in Westchester for his philanthropic, cultural and patriotic activities. Proceeds from the dinner will go to the building fund of the Westchester Jewish Center.

Allied Board

(*Continued from page* 1)

that the "demoralization, indifference or plain laziness in other industry branches and organizations make it plain that the independent exhibitors will have to go it alone in rescuing the business—their part of it, anyway—from its present depressed condition. This will be a main topic of discussion."

Report on Arbitration

Myers will report on his discussions with distributor attorneys and sales heads on a proposed arbitration system, and some board action will probably follow. The general counsel also will give the distributors' reactions—if any—to Allied's proposals for changes in the competitive bidding provisions of the various film decrees.

On television, there will be discussion of the September Federal Communications Commission hearings on theatre television frequencies, and also whether "telescoping of two industries by showing products of one on the medium of the other" is in the public interest and in keeping with the anti-trust laws. Myers will hit on "waning interest in television as indicated by a falling off in set sales, deterioration of programs, etc."

The board may make some criticism of the current plans of the Council of Motion Picture Organizations. One agenda item states: "What became of the proposal for a nationwide campaign to promote theatre attendance," while another item is the COMPO proposal for exhibitor seminars in Hollywood. There has been some talk that Allied leaders feel these seminars will be run on a mass-production basis and lose their value.

Film Prices

Wilbur Snaper of New Jersey will make a report on film prices, and Allied Theatre Owners of the Gulf States will offer a resolution on this subject. The agenda did not specify the nature of the resolution. Print shortages will also be gone into.

New England representatives will report on the refusal of National Screen Service to reduce charges when a theatre changes from three or four programs a week to two. Other items to be discussed will include the policy of NSS in dealing with drive-ins and the question of fixing the responsibility between NSS and film companies for the quality of trailers and other advertising materials.

Still other items on the agenda include these: Do National Production Authority building permits "depend on merit or pull"; the status of the motion picture industry as an "essential industry"; probable violations of the construction control order through "cow-pasture drive-ins and cheap conversion jobs"; the pending bill to set up a uniform Federal statute of limitations on private anti-trust actions; plans for the 1951 New York Allied convention; and, "are film salesmen still knocking Allied?"

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Kahn Leaves 20th-Fox

Irving Kahn, who has been handling some home office television activities for 20th Century-Fox, resigned on Friday after 10 years with the company.

'David' Drive

(*Continued from page* 1)

Talun, wrestler, who portrays Goliath in the picture; 2, A tour by Francis X. Bushman, who portrays King Saul; and 3, A tour by six of "the most beautiful girls in America," all of whom play the other wives in David's harem.

'Lab' Technicians

(*Continued from page* 1)

offer by the laboratories' negotiating committee, headed by Joseph McMahon of Republic's Consolidated.

Asserting that the offer is equivalent to a 4½ per cent general increase, Francavilla termed it a "pittance" in view of the U. S. Wage Stabilization Board's expressed willingness to permit wage boosts of 10 per cent.

Goldwyn Sets Four

(*Continued from page* 1)

entertainment, quality pictures are today doing as big business as at any time in history. Goldwyn, who has no stockholders or partners, personally finances his films.

Most lavish of the four will be "Hans Christian Andersen," a musical, starring Danny Kaye and Moira Shearer. "I Want You," a story of remobilization, will star Dana Andrews, Dorothy McGuire, Farley Granger and Peggy Dow and will be directed by Mark Robson.

The Goldwyn Girls will come back in "That Great American Pastime," to be filmed in Technicolor. Last on the program, in Technicolor will be "South of Samoa," based on the W. Somerset Maugham's "Mackintosh," to be directed by Mark Robson. Goldwyn will go to the South Pacific to oversee production.

Italian Pact

(*Continued from page* 1)

in Paris between McCarthy and top echelon representatives of the Italian government and film industry have been proceeding without a hitch.

It is expected that Dr. Giulio Andreotti, Undersecretary of the Italian President's Council, and Dr. Nicola de Pierro, Italy's Director General de la Spectacle, will be the officials who will come here from Rome for the signing ceremonies.

The pending agreement is expected to cover a two-year period and carry distinct trading advantages for the industries of both countries.

According to MPAA officials here, McCarthy has not yet scheduled conferences with French government officials on the renegotiation of the Franco-American film pact. It is likely, however, that such conferences will get underway within the next 30 days.

20th Trust Suits

(*Continued from page* 1)

been entered providing for continuing injunctive relief. In seven of the suits damages are requested in unspecified amounts and in eight only equitable relief is sought.

About 60 cases were commenced in 1950, approximately 35 similar cases were disposed of and 10 were in the process of disposition.

20th Consent Decree

(*Continued from page* 1)

tice will be necessary was not known. Both sides, however, seemed confident that the end is in sight and that the latest court deadline of May 24 will be met.

PARAMOUNT DELIVERS... MORE, BETTER, BIGGER PICTURES

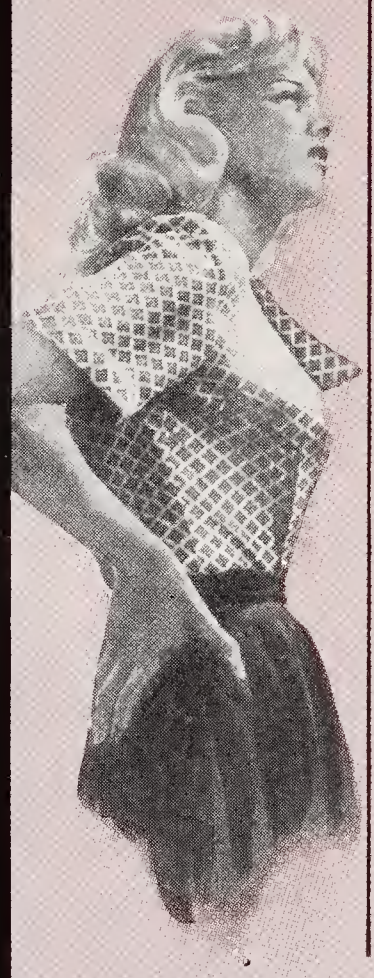


DATE	TITLE
JULY	PINE and THOMAS' **Passage West** COLOR BY TECHNICOLOR
	BILLY WILDER'S **Ace In The Hole**
AUGUST	HAL WALLIS' **Peking Express**
	HAL WALLIS' **That's My Boy**
	NAT HOLT'S **Warpath** COLOR BY TECHNICOLOR
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**
	GEORGE STEVENS' **A Place In The Sun**
	PERLBERG AND SEATON'S **Rhubarb**
OCTOBER	PINE and THOMAS' **Crosswinds** COLOR BY TECHNICOLOR
	Submarine Command
	GEORGE STEVENS' **Something To Live For**
NOVEMBER	**When Worlds Collide** COLOR BY TECHNICOLO
	Darling, How Could You!
DECEMBER	PINE and THOMAS' **Hong Kong** COLOR BY TECHNICOLOR
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POL

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the first two of the 15 July-to-December attractions that answer your demands for quality-and-quantity product

CAST	
JOHN PAYNE	DENNIS O'KEEFE
ARLEEN WHELAN	
KIRK DOUGLAS	JAN STERLING
JOSEPH COTTEN	CORINNE CALVET
EDMUND GWENN	
DEAN MARTIN	JERRY LEWIS
EDMDND O'BRIEN	DEAN JAGGER
FDRREST TUCKER	POLLY BERGEN
BING CROSBY	JANE WYMAN
FRANCHOT TONE	ALEXIS SMITH
MONTGOMERY CLIFT	ELIZABETH TAYLOR
SHELLEY WINTERS	
RAY MILLAND	JAN STERLING
JOHN PAYNE	RHONDA FLEMING
FORREST TUCKER	
WILLIAM HOLDEN	NANCY OLSON
WILLIAM BENDIX	
RAY MILLAND	JOAN FONTAINE
TERESA WRIGHT	
The producer of "Destination Moon" has made this new, and more startling interplanetary fantasy....	
JOAN FONTAINE	JOHN LUND
MONA FREEMAN	
RONALD REAGAN	RHONDA FLEMING
BOB HOPE	HEDY LAMARR



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ACE IN THE HOLE

with

JAN STERLING

who becomes a top-ranking star

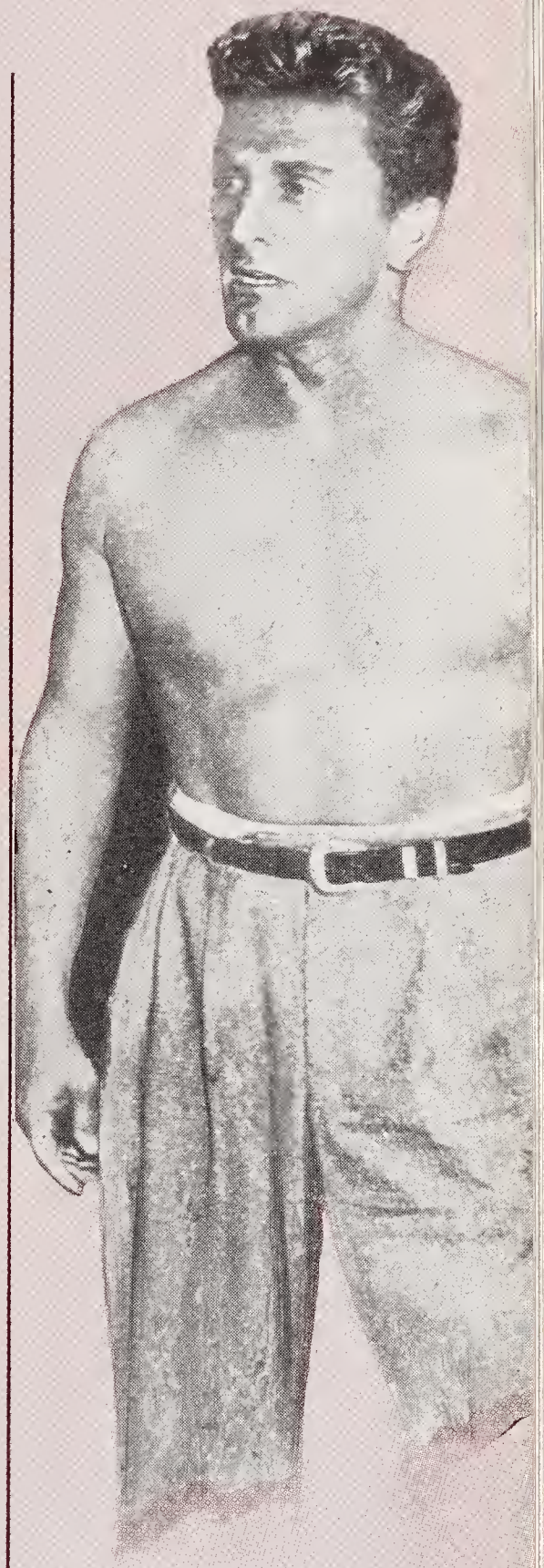
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Produced and Directed by

BILLY WILDER

Lightning strikes again as Academy Award-winner Billy Wilder brings the screen another tremendous emotional wallop!

WRITTEN BY BILLY WILDER, LESSER SAMUELS AND WALTER NEWMAN



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TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 94 NEW YORK, U. S. A., TUESDAY, MAY 15, 1951 TEN CENTS

No Admission Tax Increase Sought Now

House Groups Votes to Boost Film Excise Tax

WASHINGTON, May 14.—The industry escaped proposals to hike the current 20 per cent admission tax today as the House Ways and Means Committee voted tentatively to boost from 15 per cent to 20 per cent the present manufacturers' excise tax on film, including rawstock.

However, the committee voted to cut from 25 per cent to 20 per cent the present tax on photographic apparatus. The change would mean a net increase of about $9,000,0000 a year from these taxes.

The lack of recommendations to boost the admission tax was in line with the Administration's feeling that this tax is high enough for now.

There was some discussion, officials

(Continued on page 6)

Smash $155,000 for 'Caruso' at Hall; 'Thing' Still Draws

"The Great Caruso," which brought Radio City Music Hall a whopping $96,000 in its first four days and is building to a tremendous $155,000 first week's gross, is the newsmaking film this week among Broadway's first-run theatres.

Another bright spot is "The Thing" at the Criterion where a smash first week's gross of $50,000 is being followed by an estimated $32,000 for the second week.

Other theatres, however, report business as ranging from satisfactory to downright disappointing. "Appoint-

(Continued on page 6)

Kirsch Cites Rodgers For 'Distress' Aid

CHICAGO, May 14. — "One of the most encouraging and constructive moves to come forward from anyone in distribution", was the description given to William F. Rodgers' instructions to M-G-M field men to give relief to small exhibitors' economic "distress" cases by Jack Kirsch, head of Allied of Illinois.

Rodgers told the field representa-

(Continued on page 6)

U. S. Protests Japs' Quota

WASHINGTON, May 14.—The U. S. State Department, acting in response to a film industry protest, has suggested to the Japanese government that it might like to consider a screen quota instead of its proposed import quota, an industry source revealed here today.

The Japanese government has proposed limiting all foreign film imports to 215 a year, with U. S. films held to 150 annually. Motion Picture Association of America vice-president Joyce O'Hara, it was reported, has made strong representations to the State Department against this plan, with the result that the Department

(Continued on page 7)

Sochin Will Assist Feldman at U-I

The promotion of Irving Sochin to the newly-created post of assistant to Charles J. Feldman, domestic sales manager of Universal-International was disclosed here yesterday.

Sochin has been a member of the Universal home office sales cabinet for the past year-and-one-half as head of the U-I special films division. He has

(Continued on page 6)

Loew, Justice Decree Talks Resumed

Washington, May 14. — Justice Department officials and Loew's attorneys resumed consent decree talks here today.

There has been a break of almost two weeks since the last negotiations.

600 to Schwalberg Tribute Tonight

More than 600 exhibitors and trade press and other representatives from various parts of the U.S., Canada and Mexico are scheduled to gather at the Waldorf Astoria Hotel here this evening for a testimonial dinner to A. W. Schwalberg for his 30 years of service to the industry.

Nine will occupy the dais in addition to Schwalberg, president of Paramount Film Distributing Corp. They

(Continued on page 7)

Arthur Files Trust Suit of $5,277,354

HOLLYWOOD, May 14. — Milton B. Arthur, president of Cabart Theatres, operating six houses in Long Beach, today filed in Federal court a trust suit seeking $5,277,354 treble damages

(Continued on page 4)

Warns Owners To Replace OldEquipment

Told Not to Hold Off For Remodeling Work

KANSAS CITY, May 14.—A top government official has issued a warning to theatre owners that they'd better replace obsolete or inefficient equipment "now while the equipment is available."

The warning comes from Nathan D. Golden, head of the National Production Authority's film section. Golden says that exhibitors should not follow traditional practice and hold off replacing equipment until they can also do a major remodeling job on the theatre itself, because under the present emergency, there is no telling when such a remodeling job may become possible and in the meantime, equipment production may be cut back sharply.

(Continued on page 7)

Variety's National Policy In Hands of Local Tents

PHILADELPHIA, May 14. — National policy of Variety Clubs International hereafter will be determined by a two-thirds vote of constituent clubs under a constitutional change passed unanimously in the final phases of the organization's 15th annual convention here.

The agreement wiped out an internal scrap challenging the authority of the International office and restored amity which threatened when Fred C. Coleman, former chief barker of the Atlanta tent, threw the issue on the open floor. A committee under the chairmanship of Sam J. Switow, of Louisville, thereafter recommended—and the convention approved—a change in the by-laws under which the vote of the international canvassmen (directors) at Variety's mid-winter meetings cannot be binding unless two-thirds of the tents approve within 30 days after they receive notice of the actions proposed.

The differences pinpointed by Cole-

(Continued on page 4)

Georgia Exhibitors' Meet Draws 1,000

ATLANTA, May 14.—Some 1,000 exhibitors, their wives and guests were on hand at the Biltmore Hotel here today for the opening of the fourth annual convention of the Georgia Theatre Owners and Operators. J. H. Thompson, organization president, was chairman of the proceedings, which will continue through tomorrow.

Mike Simons of M-G-M's exhibitor relations department, gave theatremen present a booklet containing pertinent facts about 50 new M-G-M pictures.

"Product—good product is your answer to television or any other form of competition" he said, adding, "It's time to use showmanship, yes, but there's another word that begins with 'S' that I'd like to see more people in all branches of our industry using.

(Continued on page 4)

NEWS FLASHES

By claiming in a brief filed with the NLRB here to have uncovered a technical flaw in a Loew's union contract, IATSE Local No. H-63 has opened a new assault on the jurisdiction of the Distributive, Processing and Office Workers of America over several hundred "white collar" workers at 11 company offices here.

•

Hollywood, May 14. -- King Brothers has employed Edward Dmytryk to direct "Mutiny," historical patriotic theme, and states that Un-American Committee Chairman John Wood has commended the action as helpful in reducing reluctance of witnesses due to fear of subsequent reprisals for admitting Red affiliation.

Roger Babson Doing Industry Survey

Boston, May 14.—Roger W. Babson of Babson Reports revealed that his organization is making a survey of the motion picture industry, including the securities of all film companies.

Exhibitors interviewed to date complained of the financial burden of some union regulations, notably the two-men-in-a-booth requirement, which they regard as unnecessary and uneconomic, particularly in times of business recession.

High Court Will Hear Decree Case

WASHINGTON, May 14.—The U. S. Supreme Court today agreed to hear the appeal of Sutphen Estates for the right to intervene in the Warner consent decree.

The Justices gave no reason for their action, merely noting that the appeal from the New York Statutory Court decision would be heard. Argument will not take place until October or November, since the Court has finished hearing arguments for this term. It recesses for the summer at the end of this month.

Sutphen Claims

Sutphen, which owns the property on which the Strand Theatre is located in New York and which leases the property to Warner, claims that the decree does not protect its interests. It argues that it now has a lease with a parent company, while after divorcement its lease will be with the theatre company only, and that the latter will have only part of the assets of the present company. Therefore, it says, it will be less well protected.

Both Warner and the Justice Department opposed Sutphen's intervention, arguing the company would be completely protected under the new lease arrangement, and the New York three-judge court agreed and refused to allow the company to intervene. Sutphen then appealed to the High Court, and again both Warner and the U. S. opposed.

Takes Sales Report To M-G-M Branches

Three M-G-M field sales managers will make a tour of their branches this week to report on the sales conferences held here last week. Three other sales executives will hold two-day meetings starting Wednesday at which branch managers from their areas will attend.

Visiting their offices this week will be: Burtus Bishop, Jr., Midwestern sales head, Rudy Berger, Southern and John S. Allen, Southwestern. Regional meetings will be held by John J. Maloney, Central sales head, at Pittsburgh; John P. Byrne, Eastern, at New York; and George A. Hickey, Western at Los Angeles.

Personal Mention

GUNTHER R. LESSING, Society of Independent Motion Picture Producers board chairman, was inducted into the UNESCO commission in Washington last week, replacing ELLIS G. ARNALL, who had been SIMPP's representative on the commission.

•

EUGENIA THALIA CARAYIANNIS, secretary to MIKE LINDEN, associate director, community-exhibitor relations, of the Motion Picture Association of America, has become engaged to GEORGE ANTHONY ARETAKIS, Major, U. S. Marine Corps Reserve.

•

H. M. RICHEY, M-G-M exhibitor relations head, is due to leave here tomorrow for Kansas City and the convention there of Kansas-Missouri Allied Theatre Owners.

•

LYNN FARNOL is visiting FRED J. SCHWARTZ, Century circuit executive, at his Lake Placid, N. Y., home.

CECIL B. DE MILLE, is slated to arrive in Washington from the Coast tomorrow, along with top Paramount stars, for location shooting.

•

STANLEY KRAMER has been notified of his election to Delta Kappa Alpha, national honorary film fraternity for "outstanding achievements in motion picture entertainment."

•

PHIL WILLIAMS, March of Time theatrical sales manager, is due to leave here for Pittsburgh and Washington today.

•

TOM LOY, IATSE headquarters publicist, is vacationing in Maryland and will return to New York next Tuesday.

•

SANFORD ABRAHAMS, Monogram-Allied Artists director of publicity, flew to New York from the Coast yesterday due to the death of his sister.

Kravetz-UA Suit Is Moved to US Court

The suit which Mary Pickford filed against Max Kravetz, which he answered with counterclaims against United Artists, its officers and Charles Chaplin as well as Miss Pickford, has been transferred from New York Supreme Court to U.S. District Court here upon the motion of UA.

The suit, arising out of Kravetz' dismissal as secretary of UA and the take-over of the company by the Arthur Krim-Robert Benjamin-Matthew Fox group, was begun on the Coast by Miss Pickford to secure the return of funds allegedly advanced Kravetz in connection with the maintenance of his activities as secretary and as a stock option-holder with former company board chairman Paul V. McNutt and former president Frank McNamee. Denying allegations in answers filed in New York Supreme Courth, Kravetz claimed $616,550 in damages, remuneration and expenses.

Burk, Lloyd Named M-G-M Managers

SAN FRANCISCO, May 14. — The resignation of C. L. Ribinett as manager of the 20th Century-Fox branch in Seattle was announced here today by Herman Wobber, West Coast division manager.

He is being replaced by Jack Burk, formerly a salesman at San Francisco and Seattle. It was also announced that Charles L. Walker, branch manager at Salt Lake City, also has resigned, and is succeeded by Kenneth Lloyd.

Big Bangkok Fire

A four-hour fire last Saturday night wrecked the offices in Bangkok, Thailand, of Paramount, RKO, Warner, Columbia, M-G-M and Universal, according to press dispatches.

RCA, NBC Favor End of TV Freeze

WASHINGTON, May 14.—Action of the Federal Communications Commission in allocating the entire ultra high frequency (UHF) band reserved for television is a constructive step in the direction of obtaining a sufficient number of channels for television broadcasting, RCA and NBC declared here.

The RCA-NBC statement was presented as comments on the Commission's proposal to add 65 or 70 UHF channels to the existing 12 very high frequency (VHF) channels.

Commenting on the "freeze", which since Sept., 1948, has prevented the authorization of new television stations, the RCA-NBC statement said:

"For more people in the U.S. to get television at the earliest possible date, it is essential that the freeze be lifted as soon as possible. Transmitting and receiving equipment for the VHF is immediately available. In addition, the design and production of UHF equipment will be expedited by early action by the Commission assigning UHF frequencies. The Commission should endeavor, therefore, to take whatever steps are necessary to bring about an expeditious lifting of the freeze."

Paramount Stock Is Widely Held

As of Dec. 30, last, there were no persons who owned of record more than 10 per cent of any class of equity securities of Paramount Pictures, except Barney Balaban, company president, who owned 100 per cent of the option warrants issued by the company. These warrants number four, each being convertible into 10,000 shares of common stock at a price of $12.50 per share.

All directors and officers as a group owned 27,380 shares of common stock, or 1.14 per cent of that class. The number of holders of equity securities of the company as of last March was 24,809.

Skiatron Board Studies Brief To FCC on Trial

Skiatron Electronics' board of directors yesterday heard a report by special counsel and director Telford Taylor on the brief to be presented to the Federal Communications Commission formally requesting a 90-day trial of the company's Subscriber Vision, to be conducted in the New York area. Taylor, former FCC counsel, said that a more varied program, which may include football games and Broadway plays in addition to feature films, will be sought for the test run if the FCC grants permission for the trial similar to that conducted recently by Phonevision in Chicago.

Arthur Levey, Skiatron president, reported to the board that Tom Hamilton, director of the National Collegiate Athletic Association, had promised his support in obtaining college football games for the Skiatron test. Levey also said that efforts are being made to devise a method by which exhibitors might share in the proceeds from Subscriber Vision in order to compensate them for any box-office loss from the pay-as-you-see television system.

Another Film for UA

United Artists has completed negotiations to release "The Big Night," to star John Barrymore Jr., it was announced here by Arthur B. Krim, president of UA.

Philip Waxman, Broadway producer, will produce the film for UA, with Joseph Losey directing.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

Paramount Presents
Appointment with DANGER
with
Alan Ladd · Phyllis Calvert
PARAMOUNT
in person
LOUIS JORDAN
AND HIS ORCHESTRA
THE JAYWALKERS
Bill Davis • Peggy Thomas
THE JORDANETTES
TEDDY HALE
Midnight Feature Nightly

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HOWARD HAWKS' Production
"THE THING"
from Another World
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NOW!
CRITERION Bway & 45th St.
50c to Noon Mon. to Fri. (Exc. Hols.)

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National Pre-Selling

RELAYED from Senn Lawler, advertising director for Fox Midwest Theatres in Kansas City to Dave Lipton, director of advertising, publicity and exploitation for Universal-International at the studio in California, is a letter from E. D. Dorrel, manager of the Fox Granada Theatre, Emporia, Kansas, which contains his praise for Universal's keyed advertising in the *Saturday Evening Post* and *Life,* with the names of theatres and playdates on "Up Front." Dorrel says, "these ads really jump out at you"—and he is obviously pleased because they list his theatre. He likes to see the hometown mentioned. Locally, advertising for "Up Front" in the *Kansas City Star* also carried playdates for theatres over several States.

•

The June issue of *Holiday* magazine will carry an article, "McBoing-Boing and Magoo," by Al Hine, which tells the fascinating story of one of the freshest things in cartoons, all about Gerald McBoing-Boing, the young man with a whole series of speech impediments, who in spite of difficulties of articulation which might have been fatal to dramatic success, won an Academy Award in his Columbia pictures release, under his own name. The near-sighted Magoo is a member of his supporting cast, if you have not been lucky enough to see the picture and know about it.

•

The current issue of Look, *now on the stands, has a five-page spread on how "DeMille Films the Greatest Show on Earth." Pictures and story tell how the director, in his 70th year, turns out his 69th epic picture, on the Ringling Brothers-Barnum and Bailey Circus. Informal shots show production in circus winter quarters at Sarasota, Florida, where the show set up its tents to give full-fledged performances for the camera. With this interesting difference, that folks in Sarasota saw Dorothy Lamour, Betty Hutton, Dorothy Grahame, Charlton Heston and Cornel Wilde, doing their stuff under the big top, as they will on the screen.*

•

The newspaper serial rights to "Kon-Tiki," Thor Hayerdahl's best-selling book which is now an exciting RKO picture, have been purchased by newspapers throughout the United States from the Des Moines *Register-Tribune* Syndicate. The Scripps-Howard chain of 27 newspapers will start the serialization on May 14 and continue it for 24 consecutive weekdays. RKO will cooperate fully with all newspapers in promoting the serial and picture, with particular accent on local playdates.

•

Twentieth Century-Fox's "As Young As You Feel" will gain free advertising in leading national magazines through a tieup made with the Ampro Tape Recorder Co. Already scheduled are large-scale, full-color ads in Saturday Evening Post, *and at the local level, hundreds of dealers are being alerted for cooperative campaigns with theatre managers, who will find details in their pressbooks on the picture. Tieup is timed for national release of the picture in June.*

Review

"The Man With My Face"

(Gardner—United Artists)

ED (ARCHfE) GARDNER, of radio's "Duffy's Tavern," has made a picture of vitality and novelty in his first production venture. "The Man With My Face," filmed entirely in Puerto Rico, recounts a cleverly planned plot to rob a man of his identity in order to seize upon his fortune.

Barry Nelson plays a dual role as victim and perpetrator of the grand hoax. Portraying an American accountant working in Puerto Rico, he returns home from work one day to find another man, an amazing double, assuming his identity with the apparent connivance of his wife and brother-in-law. There follow fast and desperate rounds of melodramatic events as Nelson tries to expose the fraud and at the same time sidestep the death that is designed for him. With fresh effect, the screenplay by Samuel W. Taylor and T. J. McGowan, presents a savage Doberman as the agent of murder.

Some of the picture's best qualities result from the fine outdoor scenery. The ending has unusual visual excitement as the hunted and the hunters converge on a deserted, tunnel-ridden old fortress. Occasionally the picture shows the mark of crude editing and modest budgeting, but that by no means dilutes the overall effect.

With the aid of an oldtime girl friend, Carole Matthews, and her brother, Jack Warden, Nelson is finally able to expose the plot. The finale, finds the imposter, mistaken for the victim by the dog, falling from a steep parapet to his doom after a savage struggle.

Lynn Ainley plays the conspiring wife of Nelson and Jim Boles turns in a effective vignette as the twisted master of the dog.

The story was based on the novel by Taylor and was directed by Edward J. Montaigne.

Running time, 86 minutes. Adult audience classification. Release date, June 8.

MANDEL HERBSTMAN

See pages 4 and 6 for Additional Reviews

A cooperative advertising and promotional campaign for the engagement of 20th Century-Fox's "Of Men and Music" was placed in Metropolitan newspapers over the past week, to benefit 32 theatres in Greater New York, Long Island, Westchester and New Jersey. Booked in each case as a single-feature attraction, the picture is playing independent houses as well as Skouras, RKO, Walter Reade, Century, Cinema and Ligget and Florin theatres. The Skouras circuit alone has sent out 175,000 postcards to music lovers, heralding the engagement in their houses.

•

Ideal Women's Group, publishers of *Movie Life* and *Movie Stars Parade,* have selected Paramount's "The Mating Season" as its Movie-of-the-Week, for specific mention over its current weekly radio service which is broadcast by 589 stations throughout the country. *Redbook* has special commendation for Paramount's "Appointment with Danger" in its May issue, and cites the picture as "about the best that Alan Ladd has done."

•

Bell and Howell will cooperate in an advertising tieup for "The Guy Who Came Back," a 20th Century-Fox film slated for July release. The multiple free advertising will utilize a vast radio network of local and national stations from Coast-to-Coast. In addition, local Bell and Howell dealers are being told of the advantages of playing ball with local exhibitors, who will work with them in cooperative advertising campaigns, keyed to their playdates. The repetitive value of hundreds of spot announcements is expected to play a substantial part on completing these arrangements.

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Six different recordings "plugging" "On the Riviera" are available free, to exhibitors from Coast-to-Coast, according to an announcement from 20th Century-Fox. The recordings, of two types, are suitable for radio station use, or over the theatre's own public address system. Some include songs by Danny Kaye, and others feature personal endorsements.

WALTER BROOKS

AMPA Sets Joint Publicists Meet

A joint luncheon-meeting of the Associated Motion Picture Advertisers and Publicity Club of New York will be held tomorrow in the Shelton Hotel.

Harry K. McWilliams, AMPA president, will speak on tie-ups and motion picture promotion. Other speakers will include Richard Pitts, editorial director of the Council of Motion Picture Organizations, and William P. Maloney, publicity director of B. B. D. & O.

House Group To Coast

WASHINGTON, May 14. — Present plans of the House Un-American Activities Committee call for hearings on the Hollywood investigation Wednesday and Thursday of this week and possibly Tuesday and Wednesday of next week, Committee officials said. No witness names were revealed.

Meanwhile, there was growing dissatisfaction among Committee members that Chairman Wood and his staff are keeping them in the dark about future plans. Most of the members were not even aware that Wood had gone to the Coast; they rarely know more than a day or two in advance when hearings are to be held, and practically never know the names of upcoming witnesses before the names are given to the press.

Brewer to Capitol

HOLLYWOOD, May 14.—Roy Brewer, chairman of the AFL Film Council, flew today to Washington, where he will testify before the House Un-American Activities Committee Wednesday or Thursday, on invitation. He will describe studio Labor's successful fight against Communist attempts to infiltrate Hollywood.

Harry Post to London

Harry Post, president of Post Pictures Corp., has left here for London. While abroad he will view foreign productions and arrange for overseas distribution of U. S. product.

Forms Frinat, Ltd.

Karl J. Nathan has formed Frinat International, Ltd., which will handle distribution of independent product in the Far East, with offices here.



'Bigger Ads, Bigger Grosses:' Simons

Atlanta, May 14. — Mike Simons of MGM's exhibitor relations department, told delegates to the MPTO of Georgia meeting here today, that, "We of M-G-M are going to advertise and promote our product in every medium that pays off this year, just as we've always done. Maybe space rates are up in the newspapers, but if you weren't using sufficient space in the first place, what difference do the rates make? If bigger and better advertising gets bigger and better grosses, it is worth more money and the total cost is indeed unimportant in the overall."

Georgia Exhibitors

(*Continued from page* 1)

That's the word 'Slugging.' We've all got to start slugging and keep slugging in behalf of our business; we've taken too politely the snide attacks of panty-waist critics, many inspired, whether they realize it or not, by Communist disdain for American culture, particularly as represented by our movies."

"Let us keep in mind that since 1939 we have a new generation of 20,000,000 potential new customers, many of them kids who are now protagonists of Hopalong Cassidy, an old film cowboy who has found a new world in television, and let us try to make ourselves interesting and entertaining to these new customers," Maurice A. Bergman, Universal director of public relations told the convention.

"These new customers are the backbone of our business. They are the spenders of tomorrow," Bergman declared. "We must cultivate the kids in the lower age brackets."

Public Relations

"Good motion pictures are a major factor in maintaining good public relations—and Hollywood is supplying that necessary ingredient in ever increasing numbers," Dick Pitts, editorial director of the Council of Motion Picture Organizations, declared before the convention today.

Pointing out that 50 American films exhibited last year achieved the distinction of being on "best films" lists as selected by critics, publications and various reviewing groups, Pitts emphasized that "motion pictures really are better than ever." He said pictures have improved in merit and maturity probably more rapidly than any other art medium in history.

Other speakers were: Sam Pinanski, president of the Theatre Owners of America; Harry Ballance, 20th Century-Fox; Walter Titus, Republic; Robert Lippert, Lippert Productions; Robert Mochrie, RKO Pictures; Hugh Owen, Paramount, and Morgan Hudgins, M-G-M.

Mayor Hartsfield of Atlanta was a guest at the convention luncheon, at which was read a message of commendation by Gov. Herman Talmadge. A party for the ladies was held in the afternoon, with Mrs. John Carter handling arrangements. Today's proceedings were closed with a cocktail party and buffet supper given by E. D. Martin, O. C. Lam, Guy Brown, A. D. Chadwick and Carl Mabry.

Reviews

"When the Redskins Rode"

(*Columbia*)

IN this Supercinecolor film Columbia presents one of those historical dramas in which the fictional ingredients greatly outweigh the historical facts. "When the Redskins Rode," an account of the French and Indian Wars as fought in the Virginia colony, has all the tried and true elements—a bosomy siren, men of iron, Galahad-like Englishmen and, as the villains, oily Frenchmen. The story is routine, but the action is plentiful and the sets and costumes capture the spirit of Colonial days.

When the Redskins rode with the French, George Washington was still loyal to the crown. In an effort to save Virginia for George III, young Washington (James Seay) attempts to get his friend Jon Hall, a Delaware prince, to ally his father's tribe with the English against the French and the Francophile Indians. Pedro de Cordoba, the Delaware chief, chooses to remain neutral until French troops attack his village. While he waits for a formal treaty from England before actively joining the English, Cordoba is killed. Hall then becomes chief and leads his braves into the English camp, arriving at besieged Fort Necessity in time to beat off the French and Wyandottes and rescue the English.

Romantic and plot complications are provided by Mary Castle, a French spy with a "TV neckline," and her rival for Hall's love, Sherry Moreland, a demure Indian maiden.

Supercinecolor, despite its tendency to turn green a purplish blue, does a nice job of catching the pageantry and natural beauty of pre-Revolutionary America. Director Lew Landers has handled the action and the romance with understanding. Robert E. Kent wrote the screenplay for this Sam Katzman-produced melodrama.

Running time, 78 minutes. General audience classification. For May release.

"Wells Fargo Gunmaster"

(*Republic*)

ALLAN (ROCKY) LANE sets out to solve a series of stagecoach robberies in this latest Republic offering. By the time he submits his "mission completed" report to Wells Fargo, he has experienced all the trials and triumphs of the traditional cowboy here. It has all been done before, but that fact won't lessen the excitement and suspense of "Wells Fargo Gunmaster" for the dyed-in-the-wool Western fan.

With the connivance of Chubby Johnson, a Wells Fargo driver, Lane stages a mock hold-up of a stage coach to get in with the gang. In the action-loaded minutes that follow, Lane rescues Michael Chapin, the crippled brother of a gang member, from a wild horse; meets, but fails to fall in love with, Mary Ellen Kay; is ambushed by the gang; wipes out the outlaws in a blazing gun battle in a silver mine, and in a rousing climactic chase involving two teams of horses, captures the gang leader, Stuart Randall, who had posed as a respectable citizen.

Galloping along at a quick clip, the picture is studded with flying fists and hot lead. "Wells Fargo Gunmaster" is all business—a no-holds-barred struggle between good and evil, with no time for romance or crooning cowpokes. Philip Ford directed, from a screenplay by M. Coates Webster. Gordon Kay was associate producer.

Running time, 60 minutes. General audience classification. Release date, May 15.

"Jungle Headhunters"

(*Thalia Productions—RKO Pictures*)

TO THOSE of us who customarily experience no greater dangers than reckless taxi drivers and irate waitressess, the perils of jungle life always hold a fascination. In "Jungle Headhunters" Lewis Cotlow recounts the experiences of his third Amazon expedition in search of Jivaros, headhunter tribesmen.

The picture is an interesting affair in Technicolor, with all the usual visual excitements of jungle documentaries. There are the beasts in combat against the background of drum beats, the whistling spears greeting the intrusion of the white man, and the rituals and dances of the natives.

The picture builds up to the point where the tribal warriors venture out to retaliate against their tribal enemies. After the raid they come back with their trophy, the head of an enemy warrior. There follows the ritualistic process of shrinking the head which is finally worn around the victor's neck as a pendant.

Joseph Ansen and Larry Lansburgh collaborated on the screenplay for Thalia Productions, Inc., Julian Lesser produced with Cotlow as an associate in production.

Running time, 66 minutes. General audience classification. Release date, May 26. M. H.

See pages 3 and 6 for Additional Reviews

Sells R. I. Theatre

EAST PROVIDENCE, R. I., May 14.—Fay's Theatre, 38-year-old landmark famous for vaudeville and motion pictures was sold today by C. and F. Theatre Co. to the National Real Estate Investment Co. It was understood that the building would be torn down and a parking lot would replace it.

Raibourn to Address ATS

The second annual combined luncheon of the American Television Society and the Sales Executives Club will be held here at the Hotel Roosevelt today. Among the speakers will be Paul Raibourn, president Paramount Television Production and Chris Witting, general manager of Dumont Television.

Variety

(*Continued from page* 1)

man and Robert J. O'Donnell, international ringmaster, also were adjudicated privately when both men shook hands, called it a misunderstanding and thereby again sealed the ranks.

Marc J. Wolf of Indianapolis, was re-elected international chief barker along with his entire slate, as forecast in *Motion Picture Daily* last Friday. Others were Jack Beresin, Philadelphia first international barker; Charles P. Skouras, Los Angeles, second international chief barker; George Eby, Pittsburgh, international dough guy; Murray Weiss, Boston, international property master; Charles E. Lewis, New York, international press guy; W. H. Lollier, Los Angeles, international sergeant-at-arms; James G. Balmer, Pittsburgh, ceremonial barker; C. J. Latta, London, international European representative; Nathan D. Golden, Washington, chairman of the Heart Committee; Sam J. Switow, Louisville, and William McCraw, international executive directors.

Also, following members of the international and foreign committee: J. J. Fitzgibbons, George Hoover, Robert J. O'Donnell, Luis Montes, John H. Harris and Marc Wolf, Harris, who also is international big boss, and O'Donnell, international ringmaster, hold life-time posts.

Other Changes

Other constitutional changes dealing with procedural processess, circulated prior to the convention, likewise were approved along with the limitation placed on the mid-winter meeting.

Spirited competition among Houston, Cincinnati and Las Vegas for the 1952 convention was determined by ballot in favor of Las Vegas, Tent No. 39, which is less than six months old.

Identification of Variety with the Will Rogers Memorial Hospital at Saranac Lake, N. Y., will be continued as a result of the pledge of the tents to circulate what is known as the "Mile-Long Christmas Card," an annual effort to obtain signatures and contributions for support of the hospital. However, the tents will not be obligated to pledge contributions.

Baby Incident

A baby reportedly found in the lobby of the Studio Theatre under circumstances identical with the incident which led to the formation of Variety in Pittsburgh 23 years ago, was adopted by Tent No. 13, Philadelphia.

Las Vegas, for having sent the largest delegation, was presented with a cup and Tokyo, "baby" tent, an identical cup for having traveled the greatest distance. Such cups will he handed out each year hereafter.

Arthur Suit

(*Continued from page* 1)

from all distributors, Fox West Coast Theatres, Pacific Drive-In Theatres and various individuals.

Defendants were accused of conspiring to restrict trade and commerce in violation of the anti-trust laws. The suit also seeks a permanent injunction against future conspiratory acts.

"These were designed for waiting in line at Companion-approved movies!"



To get a line on women—and women on a line—is easy if there's a COMPANION-approved movie in town. They come in droves—and that's why the movie-makers have *invested more money in the* COMPANION *during the past five years than in any other monthly magazine.**

**Except of course the fan magazines!*

Currently advertised in the COMPANION:

Mr. Imperium – METRO-GOLDWYN-MAYER
The Great Caruso – METRO-GOLDWYN-MAYER
Father's Little Dividend – METRO-GOLDWYN-MAYER
My Forbidden Past – RKO RADIO PICTURES

Woman's Home COMPANION

AVERAGE CIRCULATION: MORE THAN 4,000,000

N. Y. Grosses

(Continued from page 1)

ment with Danger", coupled with Louis Jordan's band on stage, is bringing the Paramount $57,000 for a first week, a substantial figure but well below recent standards. The Roxy, with "I'd Climb the Highest Mountain" and the New York Philharmonic providing the stage fare, also estimates a first week's gross of $57,000, which is only fair.

At the Capitol, a first week's gross from "Ma and Pa Kettle Back on the Farm" and Frankie Carle's band heading a stage show looks like it will be lucky to top $20,000. "I Was a Communist for the F.B.I." is off to around $30,000 for a second and final week at the Strand, "Along the Great Divide" will move in tomorrow.

Other openers are: "The Long Dark Hall," with a mild $14,000 expected at the Rivoli; "The Fighting Coast Guard" at the Mayfair, where a fair gross of $13,000 is estimated, and "The House on Telegraph Hill" at the Holiday, where an okay $12,000 is estimated for the first stanza.

"Born Yesterday" is showing staying power at the Victoria, with the gross for the 2Ist week expected to reach $15,000, only a bit below last week's total. "Apache Drums" is holding up fairly well for a second week at Loew's State, with $17,000 due. "Valentino" is beginning to slip a bit in a fourth week at the Astor, but an estimated $16,000 is still highly satisfactory.

The city's two roadshow films, "Tales of Hoffman," at the Bijou, and "Cyrano de Bergerac," at the Golden, are holding steady. "Tales" is still near-capacity with about $14,500 due for a sixth week and "Cyrano" again is drawing a comfortable $6,500 for its sixth moveover week.

"Kon-Tiki" is also pulling a healthy gross at the off-Broadway Sutton, where a sixth week looks like $11,000. At the Trans Lux 52nd St., "Teresa" is holding up with around $6,000 due for a sixth week.

"Try and Get Me" is moving out of the Globe after five days of a second week; the gross for the final period is expected to be under $7,000. "Belle Le Grand" will open there tomorrow.

Expect $45,000 for 'Broke'

LOS ANGELES, May 14.—M-G-M's "Go for Broke," in its first American opening, garnered approximately $28,000 in the first four days at the State and Egyptian theatres here, it was said. It is estimated it will do about $45,000 on the week which is the highest gross of any M-G-M film to play both theatres.

Sochin Will Assist

(Continued from page 1)

spent 13 years in film distribution, starting with United Artists as a salesman in West Virginia in 1938. Other posts he held include salesman and sales manager for 20th Century-Fox in Cincinnati, branch manager for the same company in Indianapolis and general manager of the Theatre Owners Corp. of Cincinnati, a booking and buying service. He was Universal branch manager in Cincinnati prior to his being named sales head of U-I special films division.

Reviews

"Fort Worth"

(Warner Brothers)

FRONTIER forces of good and evil are mixed up in another Technicolor Western in "Fort Worth." The production values are pretty good and there is greater development in the plot than the average film in its class. However, all of the villainy and intrigue are in the time-tested, conventional pattern. It should do well in those situations that take to Westerns.

The picture adds to the Western format elements of melodrama as well as a romantic triangle. Involved in the triangle are Randolph Scott, a rugged newspaper gent who has abandoned his guns in favor of the printed word in combatting injustice; David Brian, a smooth Texan aiming for political power, and Phyllis Thaxter, a pretty lass of wavering emotions. When there is no rivalry for Miss Thaxter's hand there usually is plenty of action supplied by Ray Teal and his gang of outlaws. It seems that Teal not only has an aversion to law and order, but also is opposed to the extension of a railroad line to Fort Worth. When things get too hot, Scott decides to temporarily abandon his faith in the power of the printed word and swings into gun-toting action.

The screenplay, concocted by John Twist, leaves some doubt as to whether the suave Brian is on the side of good or evil until the closing scenes when he reveals his sinister hand. The finale produces a bang-up battle between Scott and Teal, and in conventional style, justice triumphs. In the course of battle, Brian is killed, paving the romantic way for Scott and Miss Thaxter. Anthony Veiller produced and Edwin L. Marin directed. Running time, 80 minutes. General audience classification. Release date, July 14.

M. H.

"They Were Not Divided"

(Two Cities—United Artists)

A TRIBUTE to the cooperation of British and American Armed Forces during the invasion of Europe and a poignant story of war's disruption of a family are the themes of this film which has all the virtues and some of the drawbacks of a typical English production. Produced and directed by Terence Young, the picture spans the period of the dark days after Dunkirk until just before the conquest of Berlin and it traces the lives of Edward Underdown, an Englishman, and Ralph Clanton, an American, from the time they join the "spit-and-polish" Welsh Guards until a German shell snuffs out their existence. Between drills and battles Underdown, accompanied by Clanton, manages to snatch brief leaves to visit his wife, Helen Cherry and his two children. Clanton falls in love with Stella Andrew, a neighbor of the Underdowns, and on his final leave marries her.

Played with British understatement and quiet appreciation of adult love, the personal story is a moving counterpoint to the overall account of preparing for and accomplishing the liberation of Europe, a task for which the Americans are given due credit. A few good-natured gibes at the Yanks —a youthful general, the easy-going discipline of the U. S. troops, etc.— add rather than detract from the picture's basic plea that through international cooperation anything, even peace, may be achieved. Audiences with a taste for slam-bang action will find many of the war scenes satisfying, but the narrative itself is more slowly paced.

Underdown does well as the mature family man turned soldier and Clanton's Americanism is barely obtrusive among his British comrades. Michael Brennan provides a bit of humor as the Irish volunteer and the rest of the cast lives up to the English reputation for character bits.

Running time, 91 minutes. General audience classification.

VAUGHAN O'BRIEN

"Smuggler's Gold"

(Columbia)

A SATISFACTORY little action picture about the illicit transit of gold bullion has been worked out by producer Milton Feldman and director William Berke. With a California seacoast town as the background, the plot is kept within the confines of simplicity. There are no names in the cast that will help sell this film and exhibitors will have to be content with exploitation ideas they can get from the press book and those they can think up themselves. The action is kept going at a good pace and though there is never any doubt which way the story will go, the suspense is still held at a satisfactory level.

In the lead is Cameron Mitchell, who as a deep sea diver afraid of going into the water after an accident, becomes involved in a gold smuggling plot. Chief smuggler is the uncle of his fiancee, who has the attributes of a nice, easy-going old sea dog but is in reality a vicious killer. When Mitchell finds out what is actually going on, he plays dumb for a while playing for time until the Coast Guard has time to get to the scene in the ocean where some of the smuggled gold has been cached. The final scene finds bullets flying all over the place and the villains getting their just deserts.

There are some satisfactory action and suspense sequences and a couple of fist fights have an unusually realistic quality about them. The photography, too, is very good. The story is never difficult to follow. Mitchell plays his part nicely, as do Amanda Blake as the girl and Carl Benton Reid as the villainous sea captain. The screenplay was written by Daniel Ullman from a story by Al Martin.

Running time, 64 minutes. General audience classification. For May release.

Taxes

(Continued from page 1)

said, about exempting from the two taxes voted today those items actually figuring as a business cost—such as film and apparatus used in Hollywood studios — but the committee finally decided against such an exemption at this time. The committee last year included this provision in its tax bill, but it was knocked out in the Senate.

Another committee action boosted from 10 per cent to 15 per cent the tax on television sets, radios, phonographs, records and musical instruments. The administration had proposed an increase to 25 per cent, which was bitterly fought by the television industry. The five per cent increase would net $55,000,000 more a year for the treasury.

Still other actions of some interest to the industry were these:

A decision to apply the 10 per cent appliance tax to home motion picture projectors;

An increase in the tax on sporting goods; and

A decision to leave unchanged the present gasoline tax and to make only slight increases in the taxes on autos and auto parts. Some drive-in operators had feared that the steep increases proposed for these items by the Administration might injure their business.

Vt. Ticket Tax Defeated

MONTPELIER, VT., May 14.—Vermont's House of Representatives defeated a bill which would have levied a 10 per cent tax on admissions, to raise an estimated $580,000 in additional revenue during the coming biennium.

Hold Tax Too Costly

PLYMOUTH, O., May 14. — The Town Council here has repealed the local three per cent admission tax in effect for several years on the grounds that the returns did not warrant the expense involved.

Kirsch Cites Rodgers

(Continued from page 1)

tives attending a sales meeting here last week that "where M-G-M branch, district and sales managers know relief is necessary to keep theatres open, every effort should be made to do so and never let it be said that M-G-M contributed to the closing of any theatre."

In a letter to Rodgers, Kirsch wrote, "Of course, Bill, this statement coming from you is no surprise to me, because I have always admired your ability as a practical business man and as such you are always one of the first to face realities."

"It's a certainty", Kirsch added, "that exhibitors are in serious difficulty today and other distributors could help give them a much needed shot in the arm if they all followed your wise approach to help stem the growing trend of theatre closings."

Herman UA Press Head

TORONTO, May 14.—Irving Herman of this city has been appointed United Artists Canadian publicity director by C. S. Chaplin, district manager in the Dominion.

SIMPP Elections Set for Next Month

The Society of Independent Motion Picture Producers will hold its annual meeting and election of officers on the Coast next month, Ellis G. Arnall, Society president, reported here yesterday. He will set a definite date soon.

Asked if he would be a candidate for re-election, Arnall said he has enjoyed his association with SIMPP and looked forward to its continuance.

SPG Meets Again On Warner Layoffs

A meeting of Warner personnel affiliated with the Screen Publicists Guild was called by the union last night to discuss the recent lay-off of 12 members of the Warner home office advertising publicity department.

In reporting the lay-offs yesterday, MOTION PICTURE DAILY incorrectly stated that Isabel Turner, radio contact, was among those affected. A company spokesman said yesterday that Miss Turner has been retained in her position.

FWC Home Office Layoffs Begin

HOLLYWOOD, May 14.—Terminations expected to effect a 10 per cent reduction in Fox West Coast Theatre's headquarters personnel began being implemented today.

The circuit's home office staff numbers about 300.

Schwalberg Tribute

(*Continued from page* 1)

are: Barney Balaban, Paramount Pictures president; Adolf Zukor, board chairman; Austin C. Keough, vice-president and general counsel; E. K. O'Shea, vice-president of Paramount Film Distributing; Louis Nizer film attorney, who will serve as toastmaster; Robert J. O'Donnell, vice-president of Interstate Circuit who will be master of ceremonies; Frank Walker, former Postmaster General and present president of the Comerford Circuit, and John J. Fitzgibbons, president of Famous Players Canadian Corp.

An added highlight of the evening will be the introduction to the assembled guests of Paramount's "Golden Circle" film players. They include Peter Hanson, Barbara Rush, Mary Murphy, Nancy Gates, Joan Taylor Virginia Hall, Pierre Cressoy, Judith Ames and Nancy Hale.

Norman Siegel. Paramount's studio director of publicity; Edith Head, studio designer, and Coast publicists Teme Brenner and Al Jeremy arrived here yesterday to attend the Schwalberg testimonial dinner.

High School Editors to Interview 'Golden Circle'

High school editors of Greater New York have been invited to a mass interview with Paramount's "Golden Circle" stars, to be held tomorrow afternoon at the Textile High School here. The editors and the nine stars will be the guests of the joint public relations committee of theatres of Greater New York.

Golden on Equipment

(*Continued from page* 1)

Golden's remarks are contained in an address to be given tomorrow to the National Drive-in Theatre Equipment Show and Drive-in Theatre Owners Convention here.

"In the past, Golden states, "many theatre owners have refrained from modernizing their equipment, particularly projection and sound reproducing equipment, unless they were able to simultaneously do a remodeling or refurbishing job. Apparently, the basis for this is that the theatre patron may not be aware of the equipment replacement, and in order to appreciate the effort of the theatre owner, he must visibly see the type of modernization that is involved, such as remodeling the front, lobby auditorium or rest rooms.

"Now that such remodeling is limited to the degree where in many instances nothing can be accomplished, the theatre owner inherently eliminates from his plans equipment replacement. This policy, we feel, is most short-sighted. As the defense program accelerates, the production of 35mm. motion picture equipment must inevitably decrease. Thus, it may not be as easy to replace equipment six or eight months from now as it is at the present time. How long this program will continue is, of course, unknown. Theatre owners are, therefore, strongly urged, as other segments of industry now, to abandon some of their traditional practices. If your theatre equipment is obsolete or inefficient and has not been recently modernized, now is the time for you to do it, while the equipment is available. Don't wait until you can simultaneously remodel your theatre, because in so doing, you may lose your competitive position."

Golden's speech also promises a step-up in NPA efforts to crack-down on illegal theatre building. The program will include an expansion of industry surveys and spot checks on compliance, vigorous prosecution of willful violators and broadening of NPA's efforts to help industry conform with NPA regulations, he declared.

National Allied Board Meets

KANSAS CITY, Mo., May 14.—National Allied board of directors met this morning and afternoon and will continue sessions tomorrow. Trueman T. Rembusch, president, is presiding. The discussions were not made public.

Kansas-Missouri Allied Meet Starts in K. C. Today

KANSAS CITY, May 14.—The program for the fourth annual convention of Allied of Kansas and Missouri, tomorrow through Thursday at the Hotel Phillips, here, will cover interests of both drive-ins and regular theatre operators. Confection merchandising, especially for drive-ins, will be featured Wednesday, when Robert Kennefick of Sports Service, Inc., Buffalo, will speak.

Trueman T. Rembush, president of National Allied, and Abram F. Myers, general counsel, and members, of the national board attending their board meeting yesterday and today, will be featured speakers. Other speakers scheduled are: N. D. Golden, Washington; Rube Shor Cincinnati and Joseph Shure of Glendale, Cal., speaking on in-car heaters; Leon J. Bamberger, RKO; H. M. Richey, M-G-M; Byron S. Chalepp, Wichita, on insurance; Jack Jackson, National Screen Service; Jack Hillyer of United Film Service; and Phillip Blake, Kansas City; Paul Ottenstein of Socony-Vacuum Oil Co. will conduct an open forum on ramp maintenance.

The program includes these subjects: **Tuesday** — Theatre modernization, theatre maintenance, personnel problems and training; legislation, insurance, checkers, auditing. **Wednesday**—Television, COMPO, "The New Order" as a result of court decisions; confection merchandising, program and trade practices, arbitration, buying and booking, clearance, other trade practices. **Thursday** — Showmanship, public relations, National Screen Service.

Halt Seminar Plans Pending Allied Okay

Plans for the Council of Motion Picture Organization's scheduled seminar in Hollywood on production problems may be subject to alteration, depending on action which is due to be taken today in Kansas City by the national Allied board.

Allied is understood to have raised objections to certain features planned for the seminar, which has been set for June 11-12 but which could be postponed if the Allied directors should feel impelled to call for reconsideration of seminar program proposals.

Without retreating in its advocacy of a seminar, Allied is said to have indicated to COMPO officials here strong objection to making it a "wide open" meeting. The exhibitor organization's general counsel, Abram F. Myers, is understood to have urged that instead of admitting to the seminar several representatives of each Council member organization, participation should be confined to a very limited number from each.

When the seminar was planned originally, delegations of one or two representatives from each COMPO organization were foreseen. However, it was announced later as plans progressed that as many as wished to attend would be welcome.

Mrs. Driscoll Resigns Post With Allied of New England

BOSTON, Mass., May 14. — Allied Theatres of New England tonight announced the resignation of Mrs. Anna Hughes Driscoll as executive secretary. Mrs. Driscoll who held that position for several years, resigned to devote her time to private interests. The position will remain unfilled until the next regular election of officers and the board of directors next October.

Jack Warner Gets Amvets' Citation

Hollywood, May 14.—Jack L. Warner has received the highest award of the Amvets, veterans' organization, for Americanism, with special emphasis on Warner's "I Was a Communist for the FBI."

Frank Lovejoy, who stars in the film, received the citation for Warner from Harold Russell, Amvets national commander. Presentation was a feature of the Amvets California state convention.

Joint MPEA, SIMPP Meet

A full dress meeting of the Motion Picture Export Association and Society of Independent Motion Picture Producers officials will be held today at the Motion Picture Association of America offices here.

Principal consideration is expected to be given to the progress of the Italo-American film pact negotiations which have been conducted in Paris between John G. McCarthy, MPAA foreign department chief, and Italian government and industry officials.

McCarthy, who has informed MPAA officials in New York by trans-Atlantic telephone that signing of the Italo-US agreement will take place here in July, is scheduled to return to New York in about 10 days following a stop-over in London to discuss with British government officials plans for opening this coming summer renegotiation of the Anglo-American film pact.

Ellis G. Arnall, SIMPP president, is scheduled to attend today's MPEA-SIMPP parley, and he may be joined by Gunther Lessing, SIMPP board chairman, who is here from the Coast. In addition to major film companies' foreign managers and Theodore Smith of the MPEA, the Association may be represented at the meeting also by Joyce O'Hara, MPAA executive officer, from Washington.

UPT, CBS Bids for ABC Net Rejected

Negotiations looking to the sale of the American Broadcasting network have been called off, it was announced by Edward J. Noble, ABC board chairman. The statement followed more than a week of talks, first initiated by the Columbia Broadcasting and then entered into by United Paramount Theatres.

At stake was control of ABC's five television outlets and, its extensive radio network. CBS proposed an outright merger of the two systems while UPT offered a stock deal to ABC stockholders in return for management control.

To Aid Jewish Hospital

Emil Friedlander of Dazian's, Inc., and B. S. Moss of B. S. Moss Corp. have been named co-chairman of the amusement division for the 52nd anniversary celebration of the National Jewish Hospital at Denver.

U. S. Protests Quota

(*Continued from page* 1)

has cabled the Japanese government, suggesting the screen quota instead. Presumably the screen quota, while viewed by the industry as objectionable, would still be preferable to a flat import quota.

Complicating matters considerably is the fact that there is some question as to the role which the U. S. Army plays in the picture. The Army has been gradually pulling out from its job of controlling the Japanese economy, but apparently has retained control over motion pictures there. This sets up some sort of "No Man's Land" among State, the Army and the Japanese government, and it is not clear just where the protesting will be most effective or where the final say will be made. Army-State meetings are likely to solve the problem.

McCalls

heralds a sensational motion picture with unprecedented (1st time in 11 Years) 4 page feature! Tremendous unusual advance ballyhoo will make film most talked about in country by July... just in time for your engagement!





For helping a campus playboy to cheat on an exam, Liz becomes heroine of the sorority, "a cinch for Queen of the Frosh Frolic." This cynicism is the chief target of *Take Care of My Little Girl*

OLLYWOOD TACKLES SORORITY PROBLEM

TAKE CARE OF MY LITTLE GIRL

color by TECHNICOLOR



UNION

WE ARE HAPPY TO INFORM YOU THAT TAKE CARE OF MY LITTLE GIRL HAS BEEN SELECTED AS SEVENTEEN'S PICTURE OF THE MONTH FOR JULY
CORDIALLY =

EDWIN MILLER
ENTERTAINMENT EDITOR
SEVENTEEN MAGAZINE

Look
—and watch for LOOK's Terrific story—Out May 22nd!!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 94 NEW YORK, U. S. A., TUESDAY, MAY 15, 1951 TEN CENTS

No Admission Tax Increase Sought Now

House Groups Votes to Boost Film Excise Tax

WASHINGTON, May 14.—The industry escaped proposals to hike the current 20 per cent admission tax today as the House Ways and Means Committee voted tentatively to boost from 15 per cent to 20 per cent the present manufacturers' excise tax on film, including rawstock.

However, the committee voted to cut from 25 per cent to 20 per cent the present tax on photographic apparatus. The change would mean a net increase of about $9,000,0000 a year from these taxes.

The lack of recommendations to boost the admission tax was in line with the Administration's feeling that this tax is high enough for now.

There was some discussion, officials

(*Continued on poge 6*)

Smash $155,000 for 'Caruso' at Hall; 'Thing' Still Draws

"The Great Caruso," which brought Radio City Music Hall a whopping $96,000 in its first four days and is building to a tremendous $155,000 first week's gross, is the newsmaking film this week among Broadway's first-run theatres.

Another bright spot is "The Thing" at the Criterion where a smash first week's gross of $50,000 is being followed by an estimated $32,000 for the second week.

Other theatres, however, report business as ranging from satisfactory to downright disappointing. "Appoint-

(*Continued on page 6*)

Kirsch Cites Rodgers For 'Distress' Aid

CHICAGO, May 14. — "One of the most encouraging and constructive moves to come forward from anyone in distribution", was the description given to William F. Rodgers' instructions to M-G-M field men to give relief to small exhibitors' economic "distress" cases by Jack Kirsch, head of Allied of Illinois.

Rodgers told the field representa-

(*Continued on page 6*)

U. S. Protests Japs' Quota

WASHINGTON, May 14.—The U. S. State Department, acting in response to a film industry protest, has suggested to the Japanese government that it might like to consider a screen quota instead of its proposed import quota, an industry source revealed here today.

The Japanese government has proposed limiting all foreign film imports to 215 a year, with U. S. films held to 150 annually. Motion Picture Association of America vice-president Joyce O'Hara, it was reported, has made strong representations to the State Department against this plan, with the result that the Department

(*Continued on poge 7*)

Sochin Will Assist Feldman at U-I

The promotion of Irving Sochin to the newly-created post of assistant to Charles J. Feldman, domestic sales manager of Universal-International was disclosed here yesterday.

Sochin has been a member of the Universal home office sales cabinet for the past year-and-one-half as head of the U-I special films division. He has

(*Continued on page 6*)

Loew, Justice Decree Talks Resumed

Washington, May 14. — Justice Department officials and Loew's attorneys resumed consent decree talks here today.

There has been a break of almost two weeks since the last negotiations.

600 to Schwalberg Tribute Tonight

More than 600 exhibitors and trade press and other representatives from various parts of the U.S., Canada and Mexico are scheduled to gather at the Waldorf Astoria Hotel here this evening for a testimonial dinner to A. W. Schwalberg for his 30 years of service to the industry.

Nine will occupy the dais in addition to Schwalberg, president of Paramount Film Distributing Corp. They

(*Continued on page 7*)

Arthur Files Trust Suit of $5,277,354

HOLLYWOOD, May 14. — Milton B. Arthur, president of Cabart Theatres, operating six houses in Long Beach, today filed in Federal court a trust suit seeking $5,277,354 treble damages

(*Continued on page 4*)

Warns Owners To Replace OldEquipment

Told Not to Hold Off For Remodeling Work

KANSAS CITY, May 14.—A top government official has issued a warning to theatre owners that they'd better replace obsolete or inefficient equipment "now while the equipment is available."

The warning comes from Nathan D. Golden, head of the National Production Authority's film section. Golden says that exhibitors should not follow traditional practice and hold off replacing equipment until they can also do a major remodeling job on the theatre itself, because under the present emergency, there is no telling when such a remodeling job may become possible and in the meantime, equipment production may be cut back sharply.

(*Continued on page 7*)

'IA' Hits SOPEG Pact on Technical Point as 'Invalid'

By claiming in a brief filed with the National Labor Relations Board here to have uncovered a technical flaw in a Loew's union contract, the IATSE has opened a new assault on the jurisdiction of the Distributive, Processing and Office Workers of America over "white collar" workers at 11 film company offices in New York.

IATSE Motion Picture Home Office Employes Local No. H-63 claims in the brief filed by its attorney, Harold Spivak, that the Loew's contract

(*Continued on page 3*)

Rep. Wood Commends Rehiring of Dmytryk

HOLLYWOOD, May 14.—King Brothers announced the employment of Edward Dmytryk to direct "Munity," a historical drama with a patriotic theme. The announcement includes the assertion that House Un-American Activities Committee chairman John Wood has commended the action as helpful to the Committee in reducing reluctance on the part of wit-

(*Continued on page 3*)

Variety's National Policy In Hands of Local Tents

Georgia Exhibitors' Meet Draws 1,000

ATLANTA, May 14.—Some 1,000 exhibitors, their wives and guests were on hand at the Biltmore Hotel here today for the opening of the fourth annual convention of the Georgia Theatre Owners and Operators. J. H. Thompson, organization president, was chairman of the proceedings, which will continue through tomorrow.

Mike Simons of M-G-M's exhibitor relations department, gave theatremen present a booklet containing pertinent facts about 50 new M-G-M pictures.

"Product—good product is your answer to television or any other form of competition" he said, adding, "It's time to use showmanship, yes, but there's another word that begins with 'S' that I'd like to see more people in all branches of our industry using.

(*Continued on page 4*)

PHILADELPHIA, May 14. — National policy of Variety Clubs International hereafter will be determined by a two-thirds vote of constituent clubs under a constitutional change passed unanimously in the final phases of the organization's 15th annual convention here.

The agreement wiped out an internal scrap challenging the authority of the International office and restored amity which threatened when Fred C. Coleman, former chief barker of the Atlanta tent, threw the issue on the open floor. A committee under the chairmanship of Sam J. Switow, of Louisville, thereafter recommended—and the convention approved—a change in the by-laws under which the vote of the international canvassmen (directors) at Variety's mid-winter meetings cannot be binding unless two-thirds of the tents approve within 30 days after they receive notice of the actions proposed.

The differences pinpointed by Cole-

(*Continued on page 4*)

Roger Babson Doing Industry Survey

Boston, May 14.—Roger W. Babson of Babson Reports revealed that his organization is making a survey of the motion picture industry, including the securities of all film companies.

Exhibitors interviewed to date complained of the financial burden of some union regulations, notably the two-men-in-a-booth requirement, which they regard as unnecessary and uneconomic, particularly in times of business recession.

High Court Will Hear Decree Case

WASHINGTON, May 14.—The U. S. Supreme Court today agreed to hear the appeal of Sutphen Estates for the right to intervene in the Warner consent decree.

The Justices gave no reason for their action, merely noting that the appeal from the New York Statutory Court decision would be heard. Argument will not take place until October or November, since the Court has finished hearing arguments for this term. It recesses for the summer at the end of this month.

Sutphen Claims

Sutphen, which owns the property on which the Strand Theatre is located in New York and which leases the property to Warner, claims that the decree does not protect its interests. It argues that it now has a lease with a parent company, while after divorcement its lease will be with the theatre company only, and that the latter will have only part of the assets of the present company. Therefore, it says, it will be less well protected.

Both Warner and the Justice Department opposed Sutphen's intervention, arguing the company would be completely protected under the new lease arrangement, and the New York three-judge court agreed and refused to allow the company to intervene. Sutphen then appealed to the High Court, and again both Warner and the U. S. opposed.

Takes Sales Report To M-G-M Branches

Three M-G-M field sales managers will make a tour of their branches this week to report on the sales conferences held here last week. Three other sales executives will hold two-day meetings starting Wednesday at which branch managers from their areas will attend.

Visiting their offices this week will be: Burtus Bishop, Jr., Midwestern sales head, Rudy Berger, Southern and John S. Allen, Southwestern. Regional meetings will be held by John J. Maloney, Central sales head, at Pittsburgh; John P. Byrne, Eastern, at New York; and George A. Hickey, Western at Los Angeles.

Personal Mention

GUNTHER R. LESSING, Society of Independent Motion Picture Producers board chairman, was inducted into the UNESCO commission in Washington last week, replacing ELLIS G. ARNALL, who had been SIMPP's representative on the commission.

•

EUGENIA THALIA CARAYIANNIS, secretary to MIKE LINDEN, associate director, community-exhibitor relations, of the Motion Picture Association of America, has become engaged to GEORGE ANTHONY ARETAKIS, Major, U. S. Marine Corps Reserve.

•

H. M. RICHEY, M-G-M exhibitor relations head, is due to leave here tomorrow for Kansas City and the convention there of Kansas-Missouri Allied Theatre Owners.

•

LYNN FARNOL is visiting FRED J. SCHWARTZ, Century circuit executive, at his Lake Placid, N. Y., home.

CECIL B. DE MILLE, is slated to arrive in Washington from the Coast tomorrow, along with top Paramount stars, for location shooting.

•

STANLEY KRAMER has been notified of his election to Delta Kappa Alpha, national honorary film fraternity for "outstanding achievements in motion picture entertainment."

•

PHIL WILLIAMS, March of Time theatrical sales manager, is due to leave here for Pittsburgh and Washington today.

•

TOM LOY, IATSE headquarters publicist, is vacationing in Maryland and will return to New York next Tuesday.

•

SANFORD ABRAHAMS, Monogram-Allied Artists director of publicity, flew to New York from the Coast yesterday due to the death of his sister.

Kravetz-UA Suit Is Moved to US Court

The suit which Mary Pickford filed against Max Kravetz, which he answered with counterclaims against United Artists, its officers and Charles Chaplin as well as Miss Pickford, has been transferred from New York Supreme Court to U.S. District Court here upon the motion of UA.

The suit, arising out of Kravetz' dismissal as secretary of UA and the take-over of the company by the Arthur Krim-Robert Benjamin-Matthew Fox group, was begun on the Coast by Miss Pickford to secure the return of funds allegedly advanced Kravetz in connection with the maintenance of his activities as secretary and as a stock option-holder with former company board chairman Paul V. McNutt and former president Frank McNamee. Denying allegations in answers filed in New York Supreme Courth, Kravetz claimed $616,550 in damages, remuneration and expenses.

Burk, Lloyd Named M-G-M Managers

SAN FRANCISCO, May 14. — The resignation of C. L. Ribinett as manager of the 20th Century-Fox branch in Seattle was announced here today by Herman Wobber, West Coast division manager.

He is being replaced by Jack Burk, formerly a salesman at San Francisco and Seattle. It was also announced that Charles L. Walker, branch manager at Salt Lake City, also has resigned, and is succeeded by Kenneth Lloyd.

Big Bangkok Fire

A four-hour fire last Saturday night wrecked the offices in Bangkok, Thailand, of Paramount, RKO, Warner, Columbia, M-G-M and Universal, according to press dispatches.

RCA, NBC Favor End of TV Freeze

WASHINGTON, May 14.—Action of the Federal Communications Commission in allocating the entire ultra high frequency (UHF) band reserved for television is a constructive step in the direction of obtaining a sufficient number of channels for television broadcasting, RCA and NBC declared here.

The RCA-NBC statement was presented as comments on the Commission's proposal to add 65 or 70 UHF channels to the existing 12 very high frequency (VHF) channels.

Commenting on the "freeze", which since Sept., 1948, has prevented the authorization of new television stations, the RCA-NBC statement said:

"For more people in the U.S. to get television at the earliest possible date, it is essential that the freeze be lifted as soon as possible. Transmitting and receiving equipment for the VHF is immediately available. In addition, the design and production of UHF equipment will be expedited by early action by the Commission assigning UHF frequencies. The Commission should endeavor, therefore, to take whatever steps are necessary to bring about an expeditious lifting of the freeze."

Paramount Stock Is Widely Held

As of Dec. 30, last, there were no persons who owned of record more than 10 per cent of any class of equity securities of Paramount Pictures, except Barney Balaban, company president, who owned 100 per cent of the option warrants issued by the company. These warrants number four, each being convertible into 10,000 shares of common stock at a price of $12.50 per share.

All directors and officers as a group owned 27,380 shares of common stock, or 1.14 per cent of that class. The number of holders of equity securities of the company as of last March was 24,809.

Skiatron Board Studies Brief To FCC on Trial

Skiatron Electronics' board of directors yesterday heard a report by special counsel and director Telford Taylor on the brief to be presented to the Federal Communications Commission formally requesting a 90-day trial of the company's Subscriber Vision, to be conducted in the New York area. Taylor, former FCC counsel, said that a more varied program, which may include football games and Broadway plays in addition to feature films, will be sought for the test run if the FCC grants permission for the trial similar to that conducted recently by Phonevision in Chicago.

Arthur Levey, Skiatron president, reported to the board that Tom Hamilton, director of the National Collegiate Athletic Association, had promised his support in obtaining college football games for the Skiatron test. Levey also said that efforts are being made to devise a method by which exhibitors might share in the proceeds from Subscriber Vision in order to compensate them for any box-office loss from the pay-as-you-see television system.

Another Film for UA

United Artists has completed negotiations to release "The Big Night," to star John Barrymore Jr., it was announced here by Arthur B. Krim, president of UA.

Philip Waxman, Broadway producer, will produce the film for UA, with Joseph Losey directing.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

Paramount Presents
Appointment with DANGER
with
Alan Ladd · Phyllis Calvert
in person
LOUIS JORDAN
AND HIS ORCHESTRA
THE JAYWALKERS
Bill Davis • Peggy Thomas
THE JORDANETTES
TEDDY HALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

WHAT IS THE THING?
HOWARD HAWKS' Production
"THE THING"
from Another World
•
NOW!
CRITERION Bway & 45th St.
50c to Noon Mon. to Fri. (Exc. Hols.)

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National Pre-Selling

RELAYED from Senn Lawler, advertising director for Fox Midwest Theatres in Kansas City to Dave Lipton, director of advertising, publicity and exploitation for Universal-International at the studio in California, is a letter from E. D. Dorrel, manager of the Fox Granada Theatre, Emporia, Kansas, which contains his praise for Universal's keyed advertising in the *Saturday Evening Post* and *Life*, with the names of theatres and playdates on "Up Front." Dorrel says, "these ads really jump out at you"—and he is obviously pleased because they list his theatre. He likes to see the hometown mentioned. Locally, advertising for "Up Front" in the *Kansas City Star* also carried playdates for theatres over several States.

•

The June issue of *Holiday* magazine will carry an article, "Mc-Boing-Boing and Magoo," by Al Hine, which tells the fascinating story of one of the freshest things in cartoons, all about Gerald Mc-Boing-Boing, the young man with a whole series of speech impediments, who in spite of difficulties of articulation which might have been fatal to dramatic success, won an Academy Award in his Columbia pictures release, under his own name. The near-sighted Magoo is a member of his supporting cast, if you have not been lucky enough to see the picture and know about it.

•

The current issue of Look, *now on the stands, has a five-page spread on how "DeMille Films the Greatest Show on Earth." Pictures and story tell how the director, in his 70th year, turns out his 69th epic picture, on the Ringling Brothers-Barnum and Bailey Circus. Informal shots show production in circus winter quarters at Sarasota, Florida, where the show set up its tents to give full-fledged performances for the camera. With this interesting difference, that folks in Sarasota saw Dorothy Lamour, Betty Hutton, Dorothy Grahame, Charlton Heston and Cornel Wilde, doing their stuff under the big top, as they will on the screen.*

•

The newspaper serial rights to "Kon-Tiki," Thor Hayerdahl's best-selling book which is now an exciting RKO picture, have been purchased by newspapers throughout the United States from the Des Moines *Register-Tribune* Syndicate. The Scripps-Howard chain of 27 newspapers will start the serialization on May 14 and continue it for 24 consecutive weekdays. RKO will cooperate fully with all newspapers in promoting the serial and picture, with particular accent on local playdates.

•

Twentieth Century-Fox's "As Young As You Feel" will gain free advertising in leading national magazines through a tieup made with the Ampro Tape Recorder Co. Already scheduled are large-scale, full-color ads in Saturday Evening Post, *and at the local level, hundreds of dealers are being alerted for cooperative campaigns with theatre managers, who will find details in their pressbooks on the picture. Tieup is timed for national release of the picture in June.*

WALTER BROOKS

Review

"The Man With My Face"

(Gardner—United Artists)

ED (ARCHIE) GARDNER, of radio's "Duffy's Tavern," has made a picture of vitality and novelty in his first production venture. "The Man With My Face," filmed entirely in Puerto Rico, recounts a cleverly planned plot to rob a man of his identity in order to seize upon his fortune.

Barry Nelson plays a dual role as victim and perpetrator of the grand hoax. Portraying an American accountant working in Puerto Rico, he returns home from work one day to find another man, an amazing double, assuming his identity with the apparent connivance of his wife and brother-in-law. There follow fast and desperate rounds of melodramatic events as Nelson tries to expose the fraud and at the same time sidestep the death that is designed for him. With fresh effect, the screenplay by Samuel W. Taylor and T. J. McGowan, presents a savage Doberman as the agent of murder.

Some of the picture's best qualities result from the fine outdoor scenery. The ending has unusual visual excitement as the hunted and the hunters converge on a deserted, tunnel-ridden old fortress. Occasionally the picture shows the mark of crude editing and modest budgeting, but that by no means dilutes the overall effect.

With the aid of an oldtime girl friend, Carole Matthews, and her brother, Jack Warden, Nelson is finally able to expose the plot. The finale, finds the imposter, mistaken for the victim by the dog, falling from a steep parapet to his doom after a savage struggle.

Lynn Ainley plays the conspiring wife of Nelson and Jim Boles turns in a effective vignette as the twisted master of the dog.

The story was based on the novel by Taylor and was directed by Edward J. Montaigne.

Running time, 86 minutes. Adult audience classification. Release date, June 8.

MANDEL HERBSTMAN

See pages 4 and 6 for Additional Reviews

'IA' Hits SOPEG

(Continued from page 1)

"contains an invalid union-security provision" which makes the pact itself invalid. The only solution possible, H-63 contends, is for the NLRB to order immediately a bargaining agent election among Loew's workers.

DPOWA, which replaced the former United Office and Professional Workers of America, holds the contracts covering the Screen Office and Professional Employes Guild. The technical flaw cited in the "IA" brief is that Loew's workers were not afforded under the contract "the required 30-day escape period provided for in the (National Labor Relations) Act. This is the time which the law stipulates shall be given a union member not in good standing to become one before action can be taken to deprive him of his job.

According to Russell M. Moss, executive vice-president of H-63, the local "feels that the decision in this Loew's case may be a deciding factor in cases affecting 10 other units in the motion picture field and feels sure that the Board will take cognizance of the facts and order quick elections in all units."

Only Paramount's attorneys detected the alleged technical flaw when the SOPEG contract was signed with that company, Moss said, explaining that Paramount's is the only contract which could not be challenged on that ground. Meanwhile, the validity of the SOPEG contract at Paramount has been challenged by the NLRB on grounds relating to DPOWA's identity as against that of UOPWA. Other companies where the status of "white collar" representation is now being considered by the NLRB are Columbia, RKO Pictures, RKO Service Corp., 20th Century-Fox and United Artists.

Dmytryk to King

(Continued from page 1)

nesses due to a fear of subsequent loss of employment by those who admit former Communist Party affiliations.

AMPA Sets Joint Publicists Meet

A joint luncheon-meeting of the Associated Motion Picture Advertisers and Publicity Club of New York will be held tomorrow in the Shelton Hotel.

Harry K. McWilliams, AMPA president, will speak on tie-ups and motion picture promotion. Other speakers will include Richard Pitts, editorial director of the Council of Motion Picture Organizations, and William P. Maloney, publicity director of B. B. D. & O.

House Group To Coast

WASHINGTON, May 14. — Present plans of the House Un-American Activities Committee call for hearings on the Hollywood investigation Wednesday and Thursday of this week and possibly Tuesday and Wednesday of next week, Committee officials said. No witness names were revealed.

Meanwhile, there was growing dissatisfaction among Committee members that Chairman Wood and his staff are keeping them in the dark about future plans. Most of the members were not even aware that Wood had gone to the Coast; they rarely know more than a day or two in advance when hearings are to be held, and practically never know the names of upcoming witnesses before the names are given to the press.

Brewer to Capitol

HOLLYWOOD, May 14.—Roy Brewer, chairman of the AFL Film Council, flew today to Washington, where he will testify before the House Un-American Activities Committee Wednesday or Thursday, on invitation. He will describe studio Labor's successful fight against Communist attempts to infiltrate Hollywood.

Harry Post to London

Harry Post, president of Post Pictures Corp., has left here for London. While abroad he will view foreign productions and arrange for overseas distribution of U. S. product.

Martin L. McDonald

OTTAWA, May 14.—Martin Lloyd McDonald, assistant manager of the Elmdale Theatre, died here Saturday following a short illness.



'Bigger Ads, Bigger Grosses:' Simons

Atlanta, May 14. — Mike Simons of MGM's exhibitor relations department, told delegates to the MPTO of Georgia meeting here today, that, "We of M-G-M are going to advertise and promote our product in every medium that pays off this year, just as we've always done. Maybe space rates are up in the newspapers, but if you weren't using sufficient space in the first place, what difference do the rates make? If bigger and better advertising gets bigger and better grosses, it is worth more money and the total cost is indeed unimportant in the overall."

Georgia Exhibitors

(*Continued from page* 1)

That's the word 'Slugging.' We've all got to start slugging and keep slugging in behalf of our business; we've taken too politely the snide attacks of panty-waist critics, many inspired, whether they realize it or not, by Communist disdain for American culture, particularly as represented by our movies."

"Let us keep in mind that since 1939 we have a new generation of 20,000,000 potential new customers, many of them kids who are now protagonists of Hopalong Cassidy, an old film cowboy who has found a new world in television, and let us try to make ourselves interesting and entertaining to these new customers," Maurice A. Bergman, Universal director of public relations told the convention.

"These new customers are the backbone of our business. They are the spenders of tomorrow," Bergman declared. "We must cultivate the kids in the lower age brackets."

Public Relations

"Good motion pictures are a major factor in maintaining good public relations—and Hollywood is supplying that necessary ingredient in ever increasing numbers," Dick Pitts, editorial director of the Council of Motion Picture Organizations, declared before the convention today.

Pointing out that 50 American films exhibited last year achieved the distinction of being on "best films" lists as selected by critics, publications and various reviewing groups, Pitts emphasized that "motion pictures really are better than ever." He said pictures have improved in merit and maturity probably more rapidly than any other art medium in history.

Other speakers were: Sam Pinanski, president of the Theatre Owners of America; Harry Ballance, 20th Century-Fox; Walter Titus, Republic; Robert Lippert, Lippert Productions; Robert Mochrie, RKO Pictures; Hugh Owen, Paramount, and Morgan Hudgins, M-G-M.

Mayor Hartsfield of Atlanta was a guest at the convention luncheon, at which was read a message of commendation by Gov. Herman Talmadge. A party for the ladies was held in the afternoon, with Mrs. John Carter handling arrangements. Today's proceedings were closed with a cocktail party and buffet supper given by E. D. Martin, O. C. Lam, Guy Brown, A. D. Chadwick and Carl Mabry.

Reviews

"When the Redskins Rode"

(*Columbia*)

IN this Supercinecolor film Columbia presents one of those historical dramas in which the fictional ingredients greatly outweigh the historical facts. "When the Redskins Rode," an account of the French and Indian Wars as fought in the Virginia colony, has all the tried and true elements—a bosomy siren, men of iron, Galahad-like Englishmen and, as the villains, oily Frenchmen. The story is routine, but the action is plentiful and the sets and costumes capture the spirit of Colonial days.

When the Redskins rode with the French, George Washington was still loyal to the crown. In an effort to save Virginia for George III, young Washington (James Seay) attempts to get his friend Jon Hall, a Delaware prince, to ally his father's tribe with the English against the French and the Francophile Indians. Pedro de Cordoba, the Delaware chief, chooses to remain neutral until French troops attack his village. While he waits for a formal treaty from England before actively joining the English, Cordoba is killed. Hall then becomes chief and leads his braves into the English camp, arriving at besieged Fort Necessity in time to beat off the French and Wyandottes and rescue the English.

Romantic and plot complications are provided by Mary Castle, a French spy with a "TV neckline," and her rival for Hall's love, Sherry Moreland, a demure Indian maiden.

Supercinecolor, despite its tendency to turn green a purplish blue, does a nice job of catching the pageantry and natural beauty of pre-Revolutionary America. Director Lew Landers has handled the action and the romance with understanding. Robert E. Kent wrote the screenplay for this Sam Katzman-produced melodrama.

Running time, 78 minutes. General audience classification. For May release.

"Wells Fargo Gunmaster"

(*Republic*)

ALLAN (ROCKY) LANE sets out to solve a series of stagecoach robberies in this latest Republic offering. By the time he submits his "mission completed" report to Wells Fargo, he has experienced all the trials and triumphs of the traditional cowboy here. It has all been done before, but that fact won't lessen the excitement and suspense of "Wells Fargo Gunmaster" for the dyed-in-the-wool Western fan.

With the connivance of Chubby Johnson, a Wells Fargo driver, Lane stages a mock hold-up of a stage coach to get in with the gang. In the action-loaded minutes that follow, Lane rescues Michael Chapin, the crippled brother of a gang member, from a wild horse; meets, but fails to fall in love with, Mary Ellen Kay; is ambushed by the gang; wipes out the outlaws in a blazing gun battle in a silver mine, and in a rousing climactic chase involving two teams of horses, captures the gang leader, Stuart Randall, who had posed as a respectable citizen.

Galloping along at a quick clip, the picture is studded with flying fists and hot lead. "Wells Fargo Gunmaster" is all business—a no-holds-barred struggle between good and evil, with no time for romance or crooning cowpokes. Philip Ford directed, from a screenplay by M. Coates Webster. Gordon Kay was associate producer.

Running time, 60 minutes. General audience classification. Release date, May 15.

"Jungle Headhunters"

(*Thalia Productions—RKO Pictures*)

TO THOSE of us who customarily experience no greater dangers than reckless taxi drivers and irate waitressess, the perils of jungle life always hold a fascination. In "Jungle Headhunters" Lewis Cotlow recounts the experiences of his third Amazon expedition in search of Jivaros, headhunter tribesmen.

The picture is an interesting affair in Technicolor, with all the usual visual excitements of jungle documentaries. There are the beasts in combat against the background of drum beats, the whistling spears greeting the intrusion of the white man, and the rituals and dances of the natives.

The picture builds up to the point where the tribal warriors venture out to retaliate against their tribal enemies. After the raid they come back with their trophy, the head of an enemy warrior. There follows the ritualistic process of shrinking the head which is finally worn around the victor's neck as a pendant.

Joseph Ansen and Larry Lansburgh collaborated on the screenplay for Thalia Productions, Inc., Julian Lesser produced with Cotlow as an associate in production.

Running time, 66 minutes. General audience classification. Release date, May 26. M. H.

See pages 3 and 6 for Additional Reviews

Sells R. I. Theatre

EAST PROVIDENCE, R. I., May 14.—Fay's Theatre, 38-year-old landmark famous for vaudeville and motion pictures was sold today by C. and F. Theatre Co. to the National Real Estate Investment Co. It was understood that the building would be torn down and a parking lot would replace it.

Raibourn to Address ATS

The second annual combined luncheon of the American Television Society and the Sales Executives Club will be held here at the Hotel Roosevelt today. Among the speakers will be Paul Raibourn, president Paramount Television Production and Chris Witting, general manager of Dumont Television.

Variety

(*Continued from page* 1)

man and Robert J. O'Donnell, international ringmaster, also were adjudicated privately when both men shook hands, called it a misunderstanding and thereby again sealed the ranks.

Marc J. Wolf of Indianapolis, was re-elected international chief barker along with his entire slate, as forecast in *Motion Picture Daily* last Friday. Others were Jack Beresin, Philadelphia first international barker; Charles P. Skouras, Los Angeles, second international chief barker; George Eby, Pittsburgh, international dough guy; Murray Weiss, Boston, international property master; Charles E. Lewis, New York, international press guy; W. H. Lollier, Los Angeles, international sergeant-at-arms; James G. Balmer, Pittsburgh, ceremonial barker; C. J. Latta, London, international European representative; Nathan D. Golden, Washington, chairman of the Heart Committee; Sam J. Switow, Louisville, and William McCraw, international executive directors.

Also, following members of the international and foreign committee: J. J. Fitzgibbons, George Hoover, Robert J. O'Donnell, Luis Montes, John H. Harris and Marc Wolf, Harris, who also is international big boss, and O'Donnell, international ringmaster, hold life-time posts.

Other Changes

Other constitutional changes dealing with procedural processess, circulated prior to the convention, likewise were approved along with the limitation placed on the mid-winter meeting.

Spirited competition among Houston, Cincinnati and Las Vegas for the 1952 convention was determined by ballot in favor of Las Vegas, Tent No. 39, which is less than six months old.

Identification of Variety with the Will Rogers Memorial Hospital at Saranac Lake, N. Y., will be continued as a result of the pledge of the tents to circulate what is known as the "Mile-Long Christmas Card," an annual effort to obtain signatures and contributions for support of the hospital. However, the tents will not be obligated to pledge contributions.

Baby Incident

A baby reportedly found in the lobby of the Studio Theatre under circumstances identical with the incident which led to the formation of Variety in Pittsburgh 23 years ago, was adopted by Tent No. 13, Philadelphia.

Las Vegas, for having sent the largest delegation, was presented with a cup and Tokyo, "baby" tent, an identical cup for having traveled the greatest distance. Such cups will he handed out each year hereafter.

Arthur Suit

(*Continued from page* 1)

from all distributors, Fox West Coast Theatres, Pacific Drive-In Theatres and various individuals.

Defendants were accused of conspiring to restrict trade and commerce in violation of the anti-trust laws. The suit also seeks a permanent injunction against future conspiratory acts.

"These were designed for waiting in line at Companion-approved movies!"



To get a line on women—and women on a line—is easy if there's a COMPANION-approved movie in town. They come in droves—and that's why the movie-makers have *invested more money in the* COMPANION *during the past five years than in any other monthly magazine.**

**Except of course the fan magazines!*

Currently advertised in the COMPANION:
Mr. Imperium – METRO-GOLDWYN-MAYER
The Great Caruso – METRO-GOLDWYN-MAYER
Father's Little Dividend – METRO-GOLDWYN-MAYER
My Forbidden Past – RKO RADIO PICTURES

Woman's Home COMPANION
AVERAGE CIRCULATION: MORE THAN 4,000,000

N. Y. Grosses

(Continued from page 1)

ment with Danger", coupled with Louis Jordan's band on stage, is bringing the Paramount $57,000 for a first week, a substantial figure but well below recent standards. The Roxy, with "I'd Climb the Highest Mountain" and the New York Philharmonic providing the stage fare, also estimates a first week's gross of $57,000, which is only fair.

At the Capitol, a first week's gross from "Ma and Pa Kettle Back on the Farm" and Frankie Carle's band heading a stage show looks like it will be lucky to top $20,000. "I Was a Communist for the F.B.I." is off to around $30,000 for a second and final week at the Strand, "Along the Great Divide" will move in tomorrow.

Other openers are: "The Long Dark Hall," with a mild $14,000 expected at the Rivoli; "The Fighting Coast Guard" at the Mayfair, where a fair gross of $13,000 is estimated, and "The House on Telegraph Hill" at the Holiday, where an okay $12,000 is estimated for the first stanza.

"Born Yesterday" is showing staying power at the Victoria, with the gross for the 21st week expected to reach $15,000, only a bit below last week's total. "Apache Drums" is holding up fairly well for a second week at Loew's State, with $17,000 due. "Valentino" is beginning to slip a bit in a fourth week at the Astor, but an estimated $16,000 is still highly satisfactory.

The city's two roadshow films, "Tales of Hoffman," at the Bijou, and "Cyrano de Bergerac," at the Golden, are holding steady. "Tales" is still near-capacity with about $14,500 due for a sixth week and "Cyrano" again is drawing a comfortable $6,500 for its sixth moveover week.

"Kon-Tiki" is also pulling a healthy gross at the off-Broadway Sutton, where a sixth week looks like $11,000. At the Trans Lux 52nd St., "Teresa" is holding up with around $6,000 due for a sixth week.

"Try and Get Me" is moving out of the Globe after five days of a second week; the gross for the final period is expected to be under $7,000. "Belle Le Grand" will open there tomorrow.

Expect $45,000 for 'Broke'

LOS ANGELES, May 14.—M-G-M's "Go for Broke," in its first American opening, garnered approximately $28,000 in the first four days at the State and Egyptian theatres here, it was said. It is estimated it will do about $45,000 on the week which is the highest gross of any M-G-M film to play both theatres.

Sochin Will Assist

(Continued from page 1)

spent 13 years in film distribution, starting with United Artists as a salesman in West Virginia in 1938. Other posts he held include salesman and sales manager for 20th Century-Fox in Cincinnati, branch manager for the same company in Indianapolis and general manager of the Theatre Owners Corp. of Cincinnati, a booking and buying service. He was Universal branch manager in Cincinnati prior to his being named sales head of U-I special films division.

Reviews

"Fort Worth"

(Warner Brothers)

FRONTIER forces of good and evil are mixed up in another Technicolor Western in "Fort Worth." The production values are pretty good and there is greater development in the plot than the average film in its class. However, all of the villainy and intrigue are in the time-tested, conventional pattern. It should do well in those situations that take to Westerns.

The picture adds to the Western format elements of melodrama as well as a romantic triangle. Involved in the triangle are Randolph Scott, a rugged newspaper gent who has abandoned his guns in favor of the printed word in combatting injustice; David Brian, a smooth Texan aiming for political power, and Phyllis Thaxter, a pretty lass of wavering emotions. When there is no rivalry for Miss Thaxter's hand there usually is plenty of action supplied by Ray Teal and his gang of outlaws. It seems that Teal not only has an aversion to law and order, but also is opposed to the extension of a railroad line to Fort Worth. When things get too hot, Scott decides to temporarily abandon his faith in the power of the printed word and swings into gun-toting action.

The screenplay, concocted by John Twist, leaves some doubt as to whether the suave Brian is on the side of good or evil until the closing scenes when he reveals his sinister hand. The finale produces a bang-up battle between Scott and Teal, and in conventional style, justice triumphs. In the course of battle, Brian is killed, paving the romantic way for Scott and Miss Thaxter. Anthony Veiller produced and Edwin L. Marin directed. Running time, 80 minutes. General audience classification. Release date, July 14.

M. H.

"They Were Not Divided"

(Two Cities—United Artists)

A TRIBUTE to the cooperation of British and American Armed Forces during the invasion of Europe and a poignant story of war's disruption of a family are the themes of this film which has all the virtues and some of the drawbacks of a typical English production. Produced and directed by Terence Young, the picture spans the period of the dark days after Dunkirk until just before the conquest of Berlin and it traces the lives of Edward Underdown, an Englishman, and Ralph Clanton, an American, from the time they join the "spit-and-polish" Welsh Guards until a German shell snuffs out their existence. Between drills and battles Underdown, accompanied by Clanton, manages to snatch brief leaves to visit his wife, Helen Cherry and his two children. Clanton falls in love with Stella Andrew, a neighbor of the Underdowns, and on his final leave marries her.

Played with British understatement and quiet appreciation of adult love, the personal story is a moving counterpoint to the overall account of preparing for and accomplishing the liberation of Europe, a task for which the Americans are given due credit. A few good-natured gibes at the Yanks —a youthful general, the easy-going discipline of the U. S. troops, etc.— add rather than detract from the picture's basic plea that through international cooperation anything, even peace, may be achieved. Audiences with a taste for slam-bang action will find many of the war scenes satisfying, but the narrative itself is more slowly paced.

Underdown does well as the mature family man turned soldier and Clanton's Americanism is barely obtrusive among his British comrades. Michael Brennan provides a bit of humor as the Irish volunteer and the rest of the cast lives up to the English reputation for character bits.

Running time, 91 minutes. General audience classification.

VAUGHAN O'BRIEN

"Smuggler's Gold"

(Columbia)

A SATISFACTORY little action picture about the illicit transit of gold bullion has been worked out by producer Milton Feldman and director William Berke. With a California seacoast town as the background, the plot is kept within the confines of simplicity. There are no names in the cast that will help sell this film and exhibitors will have to be content with exploitation ideas they can get from the press book and those they can think up themselves. The action is kept going at a good pace and though there is never any doubt which way the story will go, the suspense is still held at a satisfactory level.

In the lead is Cameron Mitchell, who as a deep sea diver afraid of going into the water after an accident, becomes involved in a gold smuggling plot. Chief smuggler is the uncle of his fiancee, who has the attributes of a nice, easy-going old sea dog but is in reality a vicious killer. When Mitchell finds out what is actually going on, he plays dumb for a while playing for time until the Coast Guard has time to get to the scene in the ocean where some of the smuggled gold has been cached. The final scene finds bullets flying all over the place and the villains getting their just deserts.

There are some satisfactory action and suspense sequences and a couple of fist fights have an unusually realistic quality about them. The photography, too, is very good. The story is never difficult to follow. Mitchell plays his part nicely, as do Amanda Blake as the girl and Carl Benton Reid as the villainous sea captain. The screenplay was written by Daniel Ullman from a story by Al Martin.

Running time, 64 minutes. General audience classification. For May release.

Taxes

(Continued from page 1)

said, about exempting from the two taxes voted today those items actually figuring as a business cost—such as film and apparatus used in Hollywood studios — but the committee finally decided against such an exemption at this time. The committee last year included this provision in its tax bill, but it was knocked out in the Senate.

Another committee action boosted from 10 per cent to 15 per cent the tax on television sets, radios, phonographs, records and musical instruments. The administration had proposed an increase to 25 per cent, which was bitterly fought by the television industry. The five per cent increase would net $55,000,000 more a year for the treasury.

Still other actions of some interest to the industry were these:

A decision to apply the 10 per cent appliance tax to home motion picture projectors;

An increase in the tax on sporting goods; and

A decision to leave unchanged the present gasoline tax and to make only slight increases in the taxes on autos and auto parts. Some drive-in operators had feared that the steep increases proposed for these items by the Administration might injure their business.

Vt. Ticket Tax Defeated

MONTPELIER, VT., May 14.—Vermont's House of Representatives defeated a bill which would have levied a 10 per cent tax on admissions, to raise an estimated $580,000 in additional revenue during the coming biennium.

Hold Tax Too Costly

PLYMOUTH, O., May 14. — The Town Council here has repealed the local three per cent admission tax in effect for several years on the grounds that the returns did not warrant the expense involved.

Kirsch Cites Rodgers

(Continued from page 1)

tives attending a sales meeting here last week that "where M-G-M branch, district and sales managers know relief is necessary to keep theatres open, every effort should be made to do so and never let it be said that M-G-M contributed to the closing of any theatre."

In a letter to Rodgers, Kirsch wrote, "Of course, Bill, this statement coming from you is no surprise to me, because I have always admired your ability as a practical business man and as such you are always one of the first to face realities."

"It's a certainty", Kirsch added, "that exhibitors are in serious difficulty today and other distributors could help give them a much needed shot in the arm if they all followed your wise approach to help stem the growing trend of theatre closings."

Herman UA Press Head

TORONTO, May 14.—Irving Herman of this city has been appointed United Artists Canadian publicity director by C. S. Chaplin, district manager in the Dominion.

SIMPP Elections Set for Next Month

The Society of Independent Motion Picture Producers will hold its annual meeting and election of officers on the Coast next month, Ellis G. Arnall, Society president, reported here yesterday. He will set a definite date soon.

Asked if he would be a candidate for re-election, Arnall said he has enjoyed his association with SIMPP and looked forward to its continuance.

SPG Meets Again On Warner Layoffs

A meeting of Warner personnel affiliated with the Screen Publicists Guild was called by the union last night to discuss the recent lay-off of 12 members of the Warner home office advertising publicity department.

In reporting the lay-offs yesterday, MOTION PICTURE DAILY incorrectly stated that Isabel Turner, radio contact, was among those affected. A company spokesman said yesterday that Miss Turner has been retained in her position.

FWC Home Office Layoffs Begin

HOLLYWOOD, May 14.—Terminations expected to effect a 10 per cent reduction in Fox West Coast Theatre's headquarters personnel began being implemented today.

The circuit's home office staff numbers about 300.

Schwalberg Tribute

(*Continued from page* 1)

are: Barney Balaban, Paramount Pictures president; Adolf Zukor, board chairman; Austin C. Keough, vice-president and general counsel; E. K. O'Shea, vice-president of Paramount Film Distributing; Louis Nizer, film attorney, who will serve as toastmaster; Robert J. O'Donnell, vice-president of Interstate Circuit, who will be master of ceremonies; Frank Walker, former Postmaster General and present president of the Comerford Circuit, and John J. Fitzgibbons, president of Famous Players Canadian Corp.

An added highlight of the evening will be the introduction to the assembled guests of Paramount's "Golden Circle" film players. They include Peter Hanson, Barbara Rush, Mary Murphy, Nancy Gates, Joan Taylor, Virginia Hall, Pierre Cressoy, Judith Ames and Nancy Hale.

Norman Siegel, Paramount's studio director of publicity; Edith Head, studio designer, and Coast publicists Teme Brenner and Al Jeremy arrived here yesterday to attend the Schwalberg testimonial dinner.

High School Editors to Interview 'Golden Circle'

High school editors of Greater New York have been invited to a mass interview with Paramount's "Golden Circle" stars, to be held tomorrow afternoon at the Textile High School here. The editors and the nine stars will be the guests of the joint public relations committee of theatres of Greater New York.

Golden on Equipment

(*Continued from page* 1)

Golden's remarks are contained in an address to be given tomorrow to the National Drive-in Theatre Equipment Show and Drive-in Theatre Owners Convention here.

"In the past," Golden states, "many theatre owners have retrained from modernizing their equipment, particularly projection and sound reproducing equipment, unless they were able to simultaneously do a remodeling or refurbishing job. Apparently, the basis for this is that the theatre patron may not be aware of the equipment replacement, and in order to appreciate the effort of the theatre owner, he must visibly see the type of modernization that is involved, such as remodeling the front, lobby auditorium or rest rooms.

"Now that such remodeling is limited to the degree where in many instances nothing can be accomplished, the theatre owner inherently eliminates from his plans equipment replacement. This policy, we feel, is most shortsighted. As the defense program accelerates, the production of 35mm. motion picture equipment must inevitably decrease. Thus, it may not be as easy to replace equipment six or eight months from now as it is at the present time. How long this program will continue is, of course, unknown. Theatre owners are, therefore, strongly urged, as other segments of industry now, to abandon some of their traditional practices. If your theatre equipment is obsolete or inefficient and has not been recently modernized, now is the time for you to do it, while the equipment is available. Don't wait until you can simultaneously remodel your theatre, because in so doing, you may lose your competitive position."

Golden's speech also promises a step-up in NPA efforts to crack-down on illegal theatre building. The program will include an expansion of industry surveys and spot checks on compliance, vigorous prosecution of willful violators and broadening of NPA's efforts to help industry conform with NPA regulations, he declared.

National Allied Board Meets

KANSAS CITY, Mo., May 14.—National Allied board of directors met this morning and afternoon and will continue sessions tomorrow. Trueman T. Rembusch, president, is presiding. The discussions were not made public.

Kansas-Missouri Allied Meet Starts in K. C. Today

KANSAS CITY, May 14.—The program for the fourth annual convention of Allied of Kansas and Missouri, tomorrow through Thursday at the Hotel Phillips, here, will cover interests of both drive-ins and regular theatre operators. Confection merchandising, especially for drive-ins, will be featured Wednesday, when Robert Kennefick of Sports Service, Inc., Buffalo, will speak.

Trueman T. Rembush, president of National Allied, and Abram F. Myers, general counsel, and members, of the national board attending their board meeting yesterday and today, will be featured speakers. Other speakers scheduled are: N. D. Golden, Washington; Rube Shor Cincinnati and Joseph Shure of Glendale, Cal., speaking on in-car heaters; Leon J. Bamberger, RKO; H. M. Richey, M-G-M; Byron S. Chalepp, Wichita, on insurance; Jack Jackson, National Screen Service; Jack Hillyer of United Film Service; and Phillip Blake, Kansas City; Paul Ottenstein of Socony-Vacuum Oil Co. will conduct an open forum on ramp maintenance.

The program includes these subjects: **Tuesday** — Theatre modernization, theatre maintenance, personnel problems and training; legislation, insurance, checkers, auditing. **Wednesday**—Television, COMPO, "The New Order" as a result of court decisions; confection merchandising, program and trade practices, arbitration, buying and booking, clearance, other trade practices. **Thursday** — Showmanship, public relations, National Screen Service.

Halt Seminar Plans Pending Allied Okay

Plans for the Council of Motion Picture Organization's scheduled seminar in Hollywood on production problems may be subject to alteration, depending on action which is due to be taken today in Kansas City by the national Allied board.

Allied is understood to have raised objections to certain features planned for the seminar, which has been set for June 11-12 but which could be postponed if the Allied directors should feel impelled to call for reconsideration of seminar program proposals.

Without retreating in its advocacy of a seminar, Allied is said to have indicated to COMPO officials here strong objection to making it a "wide open" meeting. The exhibitor organization's general counsel, Abram F. Myers, is understood to have urged that instead of admitting to the seminar several representatives of each Council member organization, participation should be confined to a very limited number from each.

When the seminar was planned originally, delegations of one or two representatives from each COMPO organization were foreseen. However, it was announced later as plans progressed that as many as wished to attend would be welcome.

Mrs. Driscoll Resigns Post With Allied of New England

BOSTON, Mass., May 14. — Allied Theatres of New England tonight announced the resignation of Mrs. Anna Hughes Driscoll as executive secretary. Mrs. Driscoll who held that position for several years, resigned to devote her time to private interests. The position will remain unfilled until the next regular election of officers and the board of directors next October.

Jack Warner Gets Amvets' Citation

Hollywood, May 14.—Jack L. Warner has received the highest award of the Amvets, veterans' organization, for Americanism, with special emphasis on Warner's "I Was a Communist for the FBI."

Frank Lovejoy, who stars in the film, received the citation for Warner from Harold Russell, Amvets national commander. Presentation was a feature of the Amvets California state convention.

Joint MPEA, SIMPP Meet

A full dress meeting of the Motion Picture Export Association and Society of Independent Motion Picture Producers officials will be held today at the Motion Picture Association of America offices here.

Principal consideration is expected to be given to the progress of the Italo-American film pact negotiations which have been conducted in Paris between John G. McCarthy, MPAA foreign department chief, and Italian government and industry officials.

McCarthy, who has informed MPAA officials in New York by trans-Atlantic telephone that signing of the Italo-US agreement will take place here in July, is scheduled to return to New York in about 10 days following a stop-over in London to discuss with British government officials plans for opening this coming summer renegotiation of the Anglo-American film pact.

Ellis G. Arnall, SIMPP president, is scheduled to attend today's MPEA-SIMPP parley, and he may be joined by Gunther Lessing, SIMPP board chairman, who is here from the Coast. In addition to major film companies' foreign managers and Theodore Smith of the MPEA, the Association may be represented at the meeting also by Joyce O'Hara, MPAA executive officer, from Washington.

UPT, CBS Bids for ABC Net Rejected

Negotiations looking to the sale of the American Broadcasting network have been called off, it was announced by Edward J. Noble, ABC board chairman. The statement followed more than a week of talks, first initiated by the Columbia Broadcasting and then entered into by United Paramount Theatres.

At stake was control of ABC's five television outlets and, its extensive radio network. CBS proposed an outright merger of the two systems while UPT offered a stock deal to ABC stockholders in return for management control.

To Aid Jewish Hospital

Emil Friedlander of Dazian's, Inc., and B. S. Moss of B. S. Moss Corp. have been named co-chairman of the amusement division for the 52nd anniversary celebration of the National Jewish Hospital at Denver.

U. S. Protests Quota

(*Continued from page* 1)

has cabled the Japanese government, suggesting the screen quota instead. Presumably the screen quota, while viewed by the industry as objectionable, would still be preferable to a flat import quota.

Complicating matters considerably is the fact that there is some question as to the role which the U. S. Army plays in the picture. The Army has been gradually pulling out from its job of controlling the Japanese economy, but apparently has retained control over motion pictures there. This sets up some sort of "No Man's Land" among State, the Army and the Japanese government, and it is not clear just where the protesting will be most effective or where the final say will be made. Army-State meetings are likely to solve the problem.

McCalls

heralds a sensational motion picture with unprecedented (1st time in 11 Years) 4 page feature! Tremendous unusual advance ballyhoo will make film most talked about in country by July... just in time for your engagement!



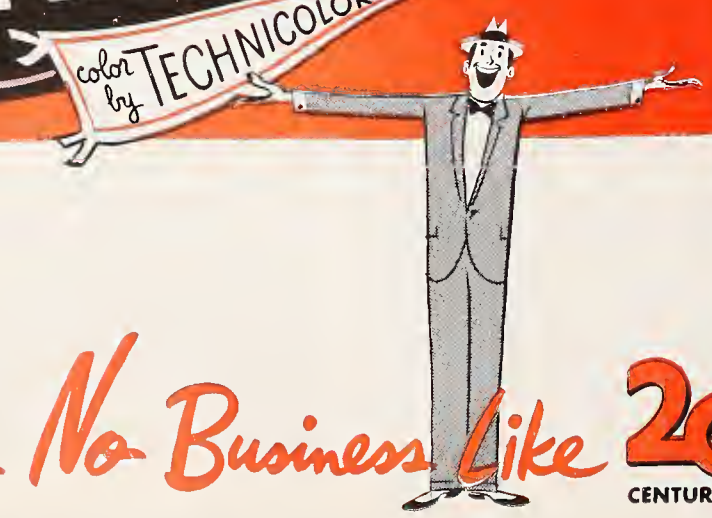


For helping a campus playboy to cheat on an exam, Liz becomes heroine of the sorority. "a cinch for Queen of the Frosh Frolic." This cynicism is the chief target of *Take Care of My Little Girl*

OLLYWOOD TACKLES SORORITY PROBLEM

TAKE CARE OF MY LITTLE GIRL

color by TECHNICOLOR





There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 95 NEW YORK, U. S. A., WEDNESDAY, MAY 16, 1951 TEN CENTS

Top 20th-Fox Executives Take Pay Cuts Up to 50%

Part of Economy Drive for Stability; Have Chance to Recoup on Profit-Sharing; Savings to Go for More, Better Pictures

A voluntary plan of salary reductions ranging from 25 per cent to 50 per cent and which would affect 130 20th Century-Fox executives earning more than $500 weekly was announced by Spyros P. Skouras, president, at the annual meeting of company stockholders at the home office yesterday.

As an earnings incentive and to help offset the salary reductions, Skouras said that those affected will be offered an opportunity to participate in 50 per cent of the picture company profits on an annual but not an accumulative basis, up to a point at which their original salaries would be equalled.

The salary stabilization proposal is only a part of a broader program of economies already instituted in production and distribution which Skouras estimated would save the company approximately $4,000,000 more annually. He told the stockholders the savings would permit production of an increased number of pictures without sacrifice of quality and would insure the continuing welfare of the company's 16,000 lower bracket employes.

The plan does not encompass actors and actresses as of now, Skouras pointed out, but said that "we are hoping that after they see what the executives and creative individuals have done, they will comprehend its importance and cooperate in their own interests. The representatives and

(Continued on page 4)

80% of UPT Houses On Single Bills

Stockholders Told Other Circuits Show 80% Dual

Eighty per cent of the theatres which United Paramount Theatres operates in 40 of the 48 states have single-feature policies while most other theatre companies devote 80 per cent of their situations to showing double bills, Leonard H. Goldenson, UPT president, informed the company's stockholders at their annual meeting here yesterday.



L. H. Goldenson

Other disclosures made by Goldenson in a lively question-and-answer period during the meeting were these: (1) The

(Continued on page 7)

Final Report of Old RKO Shows Loss of $3,471,041

The final year of combined exhibition-production-distribution operations by RKO Corp. and its subsidiaries resulted in a net loss of $3,471,041, according to a financial statement for 1950 sent to stockholders yesterday.

In 1949, the company had a net profit of $1,710,944.

As previously reported, a *pro forma* statement for theatre operations

(Continued on page 2)

Fellerman Heads Special 'U' Sales

Harry Fellerman, a sales supervisor for Universal-Interantional in the New York branch, has been promoted to the post of sales head of the company's special films division, succeeding Irving Sochin who has assumed the new post of assistant to Charles J. Feldman, domestic sales manager, Leo Greenfield succeeds Fellerman in "U's" New York exchange.

Allied Competitive Bidding Proposal Reported Shelved

KANSAS CITY, May 15.—Abram F. Myers, national Allied general counsel, today submitted to the Allied board of directors the answers of several companies to Allied's proposals on competitive bidding. The answers, it was said, seemed to show no disposition on the part of distributors to do anything about competitive bidding at this time.

Following Myers' reports on arbitration, as well as competitive bidding, the board authorized the general counsel to continue his negotiations and explorations with film executives and attorneys looking to the establishment of an arbitration system provided an agreement can be readied for easing the hardships of competitive bidding. Myers was asked to make a further report on both subjects to the national convention.

The board also passed a resolution setting up a film committee to handle controversies between national Allied

(Continued on page 4)

20th Ready to Sign Decree; Skourases To Head New Firms

A consent decree, similar in all important respects to decrees already entered into by Paramount, RKO and Warner, will be signed soon by 20th Century-Fox, president Spyros P. Skouras told stockholders yesterday.

Skouras revealed that he will remain with the picture company and Otto E. Koegel, 20th-

(Continued on page 5)

Balaban Keynotes Industry Tribute to Schwalberg

Some 600 leading exhibitors who gathered last night at the Waldorf Astoria Hotel here to pay tribute to A. W. Schwalberg, president of Paramount Film Distributing Corp., for his 30 years of service in the industry, heard Barney Balaban, Paramount Pictures president, express the hope that the spirit of the evening "might be translated into a code of conduct for this industry that we love."



A. W. Schwalberg

Occupying the dais, in addition to Balaban and Schwalberg, were:

(Continued on page 4)

Doctor, Harrison Win QP Awards

A highlight of last evening's industry testimonial to A. W. Schwalberg, president of Paramount Film Distributing Corp., at the Waldorf-Astoria Hotel here, was the presentation of this year's annual Quigley Showmanship Awards to Charles E. Doctor and J. P. Harrison. The presentation was made by Robert J. O'Donnell, general manager of Interstate Theatres, Dallas, who paid tribute to the nation's top showmen and to the awards as an institution.

This is the 17th year of the Quigley Awards, an annual competition in showmanship conducted by *Motion Picture Herald* through its Managers' Round Table department. The winners

(Continued on page 2)

20th Nets $874,776 For First Quarter

Consolidated net earnings of $874,776 for the quarter ending March 31, 1951 were reported yesterday for 20th Century-Fox and all subsidiaries, including National Theatres and Roxy Theatre. This compares with a profit of $1,841,030 for the same quarter in 1950.

President Spyros P. Skouras told stockholders attending yesterday's annual meeting that he expects a decline in profits to continue for the second quarter but expressed confidence that earnings of forthcoming

(Continued on page 4)

Personal Mention

WILLIAM WYLER, producer-director of Paramount, arrived here yesterday from the Coast.

•

MAURICE BESSY, director of *Cinemonde*, French fan magazine, and *Film Francais*, French trade paper, will arrive here today aboard the *S. S. Niew Amsterdam*. He will stop at the Warwick Hotel for two days before going on to Hollywood.

•

HENRI LEISER and EMANUEL K. FRUMAN, partners in the newly formed Intercontinental Tele Sales Corp., leave here for Boston today on business.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is due in Philadelphia today from here and in Washington tomorrow.

•

ROBERT J. RUBIN, recently appointed assistant to BARNEY BALABAN, president of Paramount Pictures Corp., will leave here today for Kansas City.

•

A. J. O'KEEFE, former Universal Pictures assistant general sales manager, left New York yesterday for a week's business trip to California.

•

PETER MOLE, Society of Motion Picture and Television Engineers president, is in Washington from New York.

•

ROBERT VELAISE, president of American European Film Industries, Inc., has arrived here from Paris to look over new product.

•

CARROLL PUCIATO, Realart exchange operations manager, has returned here from Cleveland.

4 Witnesses Called By Un-American Unit

WASHINGTON, May 15.—The House Un-American Activities Committee, resuming its Hollywood hearings tomorrow after a three-weeks' recess, called four more film workers for testimony. They are:

Writer Leonardo Bercovici, actors Alvin Hammer and Lloyd Gough and secretary Bea Winters. Bercovici and Winters have been named as Communist Party members by previous witnesses; Gough was named as being present at a closed "cell" meeting, though not actually named as a party member. Hammer's name is relatively new for the hearings.

The Committee plans to hold hearings tomorrow and Thursday, two or three days next week, and then plans to wind up the Hollywood investigation by sending a sub-committee to Hollywood. Committee counsel Frank Tavenner, Jr., said today he thought sending a sub-committee to the Coast to wind up the hearings would be "a very practical matter."

QP Awards Winners



Charles Doctor



J. P. Harrison

O'Donnell Presents

(Continued from page 1)

are chosen quarterly and annually by a committee of judges of executives in distribution, advertising-publicity and theatre operation. The annual judging was held in March.

This year the grand award winner in the large situation is Doctor, who manages the Capitol Theatre at Vancouver, B. C. The grand award winner in a small situation is Harrison, who manages the Campus Theatre at Denton, Texas. Additionally, an overseas award is made annually and this year the honor goes to K. S. Cambata, manager of the Eros Theatre, Bombay, India, Cambata is expected in New York during the summer and will receive his honors on his visit.

The Quigley Awards competition is continuously in force. The next judging will be the quarterly judging covering April, May and June. The Managers' Round Table, of which the Quigley Awards is an outstanding feature, now has an active membership of 3,500 showmen throughout the world, the largest international association of motion picture showmen in the industry.

'Miracle' Hearing Is Set for June 1

ALBANY, N.Y., May 15.—Court Clerk Raymond J. Cannon disclosed here today that "by agreement between both parties," the Court of Appeals will hear argument on June 1, at nine A.M., in the appeal by Joseph Burstyn, Inc., from the unanimous ruling by the Appellate Division last week that the Regents Board possessed authority to ban the exhibition of "The Miracle," held to be "sacrilegious". A decision is expected in mid-July.

Federation Honors 'Yankee,' 'Clipper'

HOUSTON, May 15.—Awards to M-G-M for "The Magnificent Yankee," to Myrna Loy for her part in "Cheaper by the Dozen," and to Warner Brothers for the short subject "My Country, 'Tis of Thee," will be given tomorrow by the General Federation of Women's Clubs in the Shamrock Hotel here at a luncheon.

Attending the luncheon will be Ann Harding, Myrna Loy and Norman Moray, president of Warner Pathe News and general sales manager of short subjects.

SAG Asks for Raises and Pay for TV

Adopting recommendations of the negotiating committee of the Screen Actors Guild, the Guild's board of directors reports that the Guild will make the following demands in new contract negotiations with motion picture producers which will open immediately following next month's National Labor Relations Board elections:

1. Day-player minimum to be increased from $5 to $100 per eight-hour day.

2. Weekly free-lance player minimum to be increased from $175 to $375 per week.

3. Additional payment to the actor for re-use of television films in television in theatres, and for the re-use of theatrical films in television.

The Guild's negotiating committee is continuing discussions with representatives of various groups of actors, including stunt men and singers, regarding many other conditions to be made the subject of collective bargaining with employers, on such subjects as options, rest periods, travel time, layoffs, loanouts, suspensions, doubling, overtime.

The Guild's negotiations with motion picture producers had been scheduled to open last fall, but were delayed by attempts of Television Authority, a new union of "live" television performers, to invade the motion picture field. In order to settle the dispute, the Guild petitioned the National Labor Relations Board for elections and certification of the Guild's existing status as the exclusive collective bargaining agency for all motion picture actors. NLRB will mail the ballots in this election about June 1.

Ronald Reagan, president of the Guild, is chairman of the organization's negotiating committee.

Al Picoult Heads Film Writers' Unit

Al Picoult of *Harrison's Reports* has been elected president of the newly-formed Film Press Writers of America. Members also elected Charles Franke of MOTION PICTURE DAILY, vice-president; Alan Ames of *The Independent Film Journal*, secretary; Larry Goodman of *Film Daily*, treasurer, and the following members of the board of directors: Mel Konecoff, *The Exhibitor;* Aaron Sloan, *Independent Film Bulletin;* Joseph Priore, *Film Daily;* William Specht and Merlin Lewis, *Showman's Trade Review*. Officers are members of the board also.

ACE Seminar June 5

LOS ANGELES, May 15.—American Cinema Editors have set June 5 as the date of the first of its planned quarterly seminars on the subject, "Cooperation Among Creative Crafts for Betterment of Motion Pictures."

Newsreel Parade

THE earthquake in El Salvador and Ben-Gurion's visit to Einstein are current newsreel highlights. Other items include King Farouk's wedding, the Treasury Bond Drive and sports. Complete contents follow:

MOVIETONE NEWS, No. 40—Earthquake in El Salvador. Archduke Otto. King Farouk wed. Gen. Ridgway joined by family. Gen. Chase meets Chiang Kai-shek. Ben-Gurion visits Einstein. Paul Hoffman cited. Honor father of 21. Auto race. Pimlico racing. "Mr." MacArthur at ball game.

NEWS OF THE DAY, No. 274—El Salvador quake. King of Egypt, Otto of Hapsburgh marry. Ben-Gurion visits Einstein. One man's family—21 children. Erie Railroad's 100th birthday. Amputees visit President Truman. MacArthur at Polo Grounds. Boxing thriller.

PARAMOUNT NEWS, No. 77—El Salvador earthquake. Ben-Gurion launches bond drive. MacArthur at the ball game. Variety Clubs honor Paul Hoffman. Mrs. Ridgway in Tokyo. Weddings in the news: King Farouk, Otto of Hapsburg. Sport flashes: Soccer with a sock.

TELENEWS DIGEST, No. 20-A—El Salvador earthquake. Israel celebrates its third anniversary. India fights famine with new farming methods. Archduke Otto weds. Eric Railroad celebrates its 100th anniversary. Sport news—$60,000 handicap at Jamaica.

UNIVERSAL NEWS, No. 456—Large toll in El Salvador earthquake. Archduke Otto weds. "Ike" reviews Dutch troops. Ben-Gurion visits Einstein. Holland honors Resistance members. Bond Drive gets sendoff in Washington State. Sport news: Lady jockeys at Pimlico.

WARNER PATHE NEWS, No. 79—MacArthur, in civvies, sees ball game. Gen. Michaelis home from Korea. Variety Clubs honor Paul Hoffman. Ben-Gurion visits Einstein. Cadets, Middies swap academies. El Salvador earthquake. Gen. Ridgway greets wife and son. Auto race. King Farouk weds. Ideas for Americans from Americans.

77 Short Subjects From RKO Radio

RKO Radio will release 77 short subjects in 1951-52, it was announced, by Sid Kramer, short subject sales manager. The program comprises 33 two-reelers and 44 one-reelers. This season the company is down for 88 subjects—37 two-reelers and 51 one-reelers.

In the two-reel category, will be 13 RKO-Pathe specials.

RKO Reports

(Continued from page 1)

showed a net profit of $1,195,577. The *pro forma* statement for the picture company showed a net loss of $5,823,-187.

In a letter accompanying the statement, president Ned E. Depinet pointed out that assets of the old corporation have been transferred to the new RKO Pictures company and the new RKO Theatres company and he urged all stockholders who have not exchanged their holdings for stock in the new companies to do so at once.

Under the *pro forma* statements for the two new companies, RKO Pictures is credited with $48,537,698 total current and working assets and RKO Theatres has current assets listed at $11,361,665.

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CARUSO-CK!





MOBS IN FRISCO!
(Same Everywhere!)

MARIO LANZA! NEW IDOL! THE HOTTEST SINGER IN A DECADE!"
—Time Magazine

BIGGEST ATTENDANCE AT MUSIC HALL, N.Y., IN 5½ YEARS!
Lines around block night and day forecast long run!

HAPPY DAYS ARE HERE AGAIN! LOOK!

"CARUSO" BIGGEST 5-DAY GROSS OF ANY M-G-M PICTURE IN MUSIC HALL HISTORY! PREVIOUS M-G-M RECORD HOLDERS ALL PLAYED ON HOLIDAYS!

FLASH! Hold-overs set new high!

FLASH! In first 48 engagements "Caruso" tops "Royal Wedding" Easter biz by 20%. Hold-over take tops "Royal Wedding" by even greater margin, 39%, indicating terrific word-of-mouth. Hold extra time!

FLASH! First out-of-town engagements in first week top such M-G-M hits as "Summer Stock," "Three Little Words," "Kim," etc.

FLASH! Tops famed "Annie Get Your Gun" in many spots including Buffalo, New Orleans, Cleveland, Pittsburgh, Charleroi, Pa., San Diego, Tucson, San Francisco, Oakland, San Jose, Seattle. (Chicago close to "Annie's" Holiday biz!)

FLASH! Press-time! New Orleans biggest week-end in 4 years! Cleveland 3-day gross best in 4 years! And more good news every day!

"CARUSO" IS JUST ONE OF M-G-M's BIG SPRING-SUMMER HITS!

★

"THERE'S NOTHING WRONG WITH THIS BUSINESS THAT GOOD PICTURES CAN'T CURE."—*Nicholas M. Schenck*

Allied Board

(Continued from page 1)

States Association and film firms on sales policies or practices. The committee, in addition, was authorized to handle disputes between a local organization and film companies on practices, and in exceptional cases at its discretion to attempt to handle controversies between an individual exhibitor and a film company.

Bamberger Urges Exhibitors To Explain Code to Public

KANSAS CITY, May 15. — Leon J. Bamberger, RKO Radio Pictures sales promotion manager, warned today that the present state of national emergency offers fertile breeding atmosphere for a rash of film censorship bills and he urged exhibitors throughout the country to combat the threat aggressively through locally-waged educational campaigns.

Bamberger addressed the convention of Allied of Kansas and Missouri and the National Drive-In Theatre Owners Association held here at the Hotel Phillips.

Offers Plan

Bamberger offered exhibitors a three-point plan for countering the censorship threat at the local level:

(1) Acquaint the public with the Production Code Administration. Explain what it is and how it works. Make clear the difference between censorship and the industry's voluntary system of self-regulation.

(2) Point out that every city and state in the country already has on its books laws and statutes adequate to cope with offenses to accepted moral standards; that official censorship is un-American and in violation of Constitutional amendments that guarantee freedom of expression and publication.

(3) Explain to state legislators and city officials the reasons for the industry's opposition to censorship. Invite them to screenings and let them observe for themselves the effectiveness of the industry's own self-regulatory procedures which make censorship unnecessary.

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Luxurious ALL-sleeper service

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The only all-sleeper flights overnight to

LONDON and PARIS

non-stop from New York

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For information, see your travel agent or call TWA



20th-Fox Economy Plan

(Continued from page 1)

agents of the artists know the situation and must be alerted to the times."

Skouras said that top executives including himself, Darryl F. Zanuck, Joseph M. Schenck, Charles Skouras, Al Lichtman and others have agreed to the plan and expressed the hope that with that as an example all of the estimated 130 executives and creative workers drawing more than $500 weekly would agree to it. If they do, he said, the savings to the company could amount to $2,500,000 a year on salaries. Practically all of those affected, Skouras said, are under contract.

The plan is scheduled to become effective July 1 and to continue for two and one-half years, ending March 31, 1953.

It provides for the following scale of reductions: 25 per cent on salaries of $500 to $1,000 weekly; 35 per cent on $1,000 to $2,000 weekly, and 50 per cent on more than $2,000 weekly.

The 20th-Fox profit participation plan will not include any profits from National Theatres, the theatre operating subsidiary, since National will have an identical salary plan with similar profit participation, Skouras said.

The plan, Skouras said, will have the additional effect of making everybody in distribution, advertising and production "conscious of and alert to the necessity of full economy which, I am confident, will result indirectly in additional substantial reductions in operation costs."

Background of Plan

Skouras said that the need for the plan and the genesis of the company's current fiscal problems was in the period of industry prosperity from 1942-1947. Salaries, production and other costs rose to excessive levels because of both box office prosperity and the abnormal competition of war time for available executives and talent. In consequence, a finished picture cost so much more that fewer pictures were made, he said.

Terming that result "tragic," Skouras said "The fact that fewer pictures were made has, in my judgment, tended to disturb the movie-going habit of the American people."

Picture costs, he said, have now been brought down by 20th-Fox from an average of $2,400,000 in 1947 to $1,430,000 at the present time "and we are hoping that 1952 releases will average about $1,230,000."

At the same time, he said, picture quality has been improved and the savings from the economy measures being undertaken "can make it possible for us to produce a greater quantity of quality pictures which will serve as a great tonic for our industry and answer the demand of the movie-going public."

Skouras pointed out that 20th-Fox formerly released 18 to 24 pictures annually and is releasing 36 now, "the aggregate cost of which will not be very much greater than the 18 to 24 pictures, after we institute the economies."

He said that the company had approved a budget of $1,400,000 per picture last October and that Zanuck already has produced a number of pictures for 1952 at $1,330,000 and hopes to reduce the average cost another $100,000.

Skouras said that with the salary reduction Zanuck will be making less than he made 20 years ago with Warners, "although he is capable of earning many times as much." Lichtman, he pointed out, averaged about $300,000 annually in his previous employment with Loew's.

Skouras emphasized his confidence in the future, asserting that "our morale and our feeling for the future are much better than at any time in the past 12 months." He likened the industry's current experience to that at the time of the advent of radio and the end of the silent film era, pointing out that it survived and went on, even as the phonograph record business has done in spite of radio, to greater heights.

He described 10 of the company's forthcoming releases to the stockholders as "top box office attractions," saying he is certain "they will largely offset the poor showing we have had during the first quarter and probably in the second quarter, and by the end of the year we will make a good showing in the film situation."

Cites Progress

"Progress has been steadily made throughout the life of our industry," Skouras said, "and with the steps we are taking we feel very strongly we will meet the conditions confronting us during this period of adjustment and will come out successfully."

The large gathering of stockholders applauded Skouras before and after his address.

20th-Fox Hit Gross Records in 1950-'51

Illustrating that the motion picture industry is far from on the ropes, Spyros Skouras, 20th Century-Fox president, told company stockholders that the company attained its highest gross business in 1950 and 1951, respectively.

Additionally, he quoted U.S. government reports giving the American theatre gross as $709,000,000 in 1940 and $1,320,000,000, or nearly double, in 1950.

20th Nets $874,776

(Continued from page 1)

product will offset the dip during the latter half of the year.

The consolidated net equals 27 cents per share on the 2,769,176 common shares outstanding. Directors yesterday declared a quarterly cash dividend of 50 cents per share of the common stock. A 37½-cent dividend was also declared for outstanding convertible preferred stock.

Income from film rentals and theatre receipts for the first 13 weeks in 1951 exceeded the total for the same period in 1950; they were $35,866,841 and compared with $35,689,073. Increased expenses in amortization of film costs and in film distribution, theatre operation and administration were major causes of the smaller net profit.

Schwalberg

(Continued from page 1)

Adolph Zukor, chairman of the Paramount board; Austin Keough, vice-president and general counsel; E. K. O'Shea, vice-president of Paramount Film Distributing; Robert J. O'Donnell, vice-president and general manager of Interstate Circuit; Louis Nizer, film attorney; Frank Walker, former Postmaster General and now president of Comerford Circuit; and John J. Fitzgibbons, president of Famous Players Canadian.

The dinner was interrupted for approximately 20 minutes by the appearance of the comedy team of Dean Martin and Jerry Lewis who put on an impromptu performance.

After dinner O'Donnell introduced individually each member, of Paramount's "Golden Circle" of future stars to the guests. He then asked exhibitor Phil Chakeres, recently honored by *Look* magazine as the year's outstanding showman, to take a bow.

Harry Brandt, president of Independent Theatre Owners Association, was introduced and presented Schwalberg with a watch and a plaque on behalf of the organization.

Keough and Walker paid tribute to Schwalberg for his "outstanding contributions to the industry."

Betty Hutton's Tribute

Betty Hutton spoke via a transcription, expressing regret that she was unable to attend and added: "I want to say that everyone here at the studio has one wish for your future. Simply this, that the years to come will be your greatest, happiest years. You're a wonderful kind of guy and I don't know any better way of finishing this than to sing." She sang "Happy Anniversary to You."

Balaban than sopke and was followed by Nizer and Zukor.

O'Donnell presented Schwalberg to the guests, who gave the Paramount sales chief a standing ovation.

Balaban reminded his listeners that the industry which "has long been proud of its expertness in public relations" has "done an appalling job in furthering public relations" in its own behalf.

The Paramount president deplored the "frustrating progress" made by the Council of Motion Picture Organizations. This, he said, was "the best barometer of our industry's unwillingness to forget the past and start working for the future."

Balaban touched on television developments, litigation and general economic conditions as they affect the industry.

He concluded with this reference to Schwalberg: "Our guest of honor has served our industry for 30 years. During that time he has consistently represented the best interests of the motion picture industry. He has been a constructive influence in our affairs. Although he has been loyal to the distribution branch of our business, he has always understood the problems of the exhibitor. I believe it fair to state that your presence here tonight attests to this.

"We at Paramount have had ample opportunity to know Al. We admire the qualities which have caused you to gather in his honor. Although he is comparatively new in our organization, he has established his worth as one of our key executives."

Reelect Skouras; 20th Stockholders Name Directors

The board of directors re-elected Spyros P. Skouras president of 20th Century-Fox yesterday, following the election of 10 directors by stockholders at the annual meeting yesterday at the home office here.

Directors elected to serve until 1952 included: L. Sherman Adams, Robert L. Clarkson, Wilfred J. Eadie, Daniel O. Hastings, Donald A. Henderson, Robert Lehman, William C. Michel, Seton Porter, Murray Silverstone and Skouras.

Also Elected

Elected with Skouras to serve as officers for the next year, were the following: Michel, executive vice-president, Darryl F. Zanuck, vice-president in charge of production; Silverstone, vice-president; Joseph H. Moskowitz, vice-president, S. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; Henderson, treasurer and secretary; Eadie, comptroller and assistant treasurer; Francis T. Kelly and Fred L. Metzler, assistant treasurers; C. Elwood McCartney, assistant comptroller; J. Harold Lang, Norman B. Steinberg, George F. Wasson, Jr.; and William Werner, assistant secretaries.

In addition, the stockholders voted on two resolutions presented by Miss Rosalind Mia Copping, a stockholder of New York City. The first, which was passed, asked that the annual report list the names of all employes whose compensation was more than $500 per week and who retired during the fiscal year. The second, which asked for listing of all real estate owned by the company, was defeated.

Stockholders' Queries

Otto E. Koegel, general counsel, was elected chairman of the meeting and threw the floor open for questions. One stockholder read a newspaper columnist's account of Al Lichtman's contract with the company which provides for a loan of $125,000 against his salary and the subject drew considerable comment from the stockholders. Koegel gave a factual account of Lichtman's contract and turned further questions over to Skouras to deal with in his report.

Skouras, whose program to stabilize top salaries gained a warm reception from his listeners, departed from his prepared speech to pay tribute to Lichtman as the "best distribution man in the industry." His speech silenced any further criticism and a number of those present warmly congratulated him and the company management on its administration. Skouras said Lichtman's main job was to increase distribution revenue and he had done that.

Retirement Fund

An inquiry concerning the retirement fund elicited the information from Henderson that current payments cost the company about $1,000,000 a year and that the funded coverage for past payments costs about $340,000 annually.

Skouras was queried about the plans for installations of theatre television equipment by other circuits and he said that he "welcomed" it as an advance toward the bright future he foresees for large screen TV. He was reluctant to express an opinion on whether the Swiss Eidophor system in which 20th-Fox is interested would be perfected, saying "that's up to the scientists," but did say that he felt 20th-Fox's interest in Eidophor created a healthy stimulation in the development of rival systems.

In reply to one stockholder's question as to why A. W. Smith, Jr., former sales manager, had left the company last week, Skouras said Smith did not wish to work under Lichtman's direction.

20th Decree

(*Continued from page* 1)

Fox general counsel, said after the meeting that Charles Skouras will head up the new National Theatres company.

Under terms of the decree tentatively reached with the Department of Justice, exhibition in the U. S. must be divorced from production-distribution within two years after the decree is entered, Skouras said. National Theatres has already paid a $12,500,000 cash dividend to the parent company and will transfer its 66 per cent holdings in Hoyts Theatres, Ltd. of Australia to 20th-Fox.

Shares in the new companies will be issued on the basis of one share each for each share in 20th-Fox and all prior preferred and convertible preferred stock will be redeemed, leaving only the common stock of the company outstanding. Skouras said that $11,200,000 of the $12,500,000 received from NT will be used for this purpose.

Any officer, director or employe of either company who holds more than ½ of one per cent of the total stock must dispose of his holdings in one of the companies, Skouras said. He said that the whole operation is expected to be tax free.

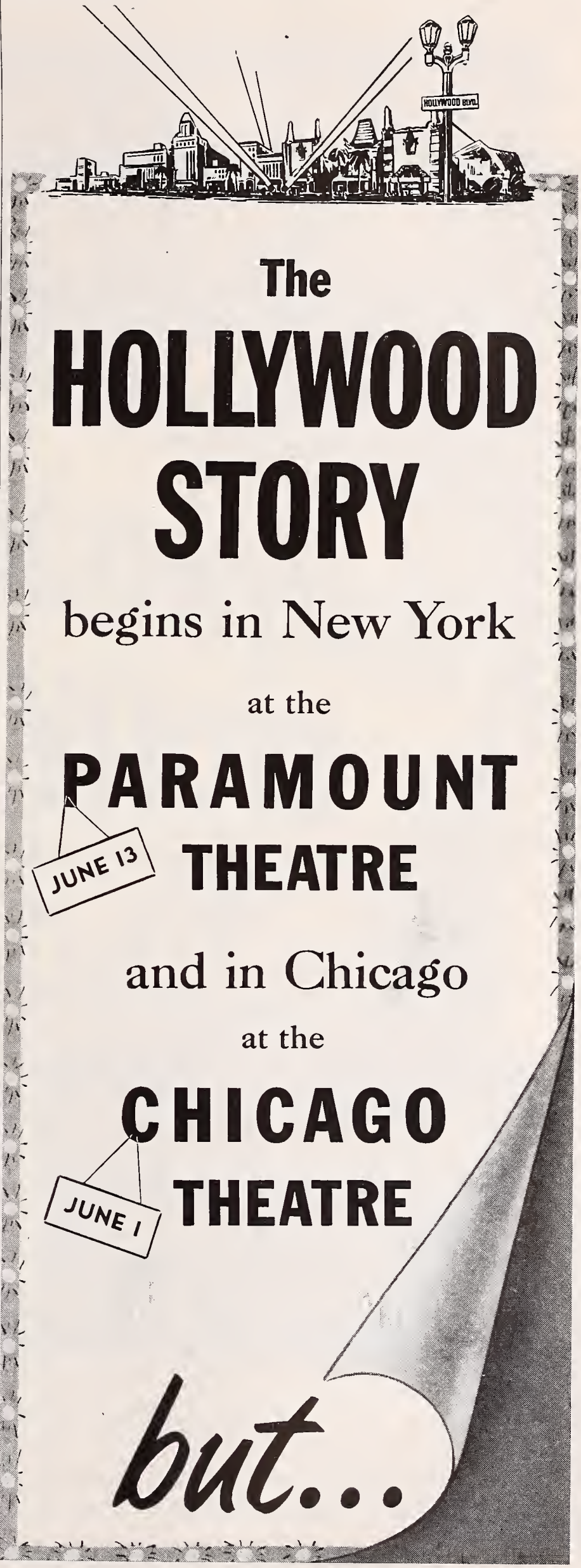
Elaborating on the tentative terms of the decree, Koegel said divestiture will involve approximately 100 theatres, including the Roxy in New York.

He said that persons required to dispose of their stock must sell or trustee it within three months of the decree. Trusteed stock must be sold within an 18-month period following the entering of the decree. He warned that the Department of Justice may "eat into the time" available to complete divorcement and divestiture because of the length of the negotiations.

After the meeting Koegel confirmed reports from Washington that agreement on the major points of the decree has been reached but he said it may be "humanly impossible" to make technical revisions and prepare the final document in printed form in time to meet the present May 24 deadline. He said the decree document is 155 pages long.

Reeder Named FWC District Manager

SAN FRANCISCO, May 15.—Fay Reeder has been named district manager of Fox West Coast Theatres in the San Francisco-Reno territories by M. Spencer Leve, Northern division manager. Reeder will hold this new position in addition to his present one of advertising—publicity director. He replaces Herman Kersken who takes over management of the Fox Theatre in San Francisco. Kersken will be assisted at the Fox by the former manager A. R. Hansen.

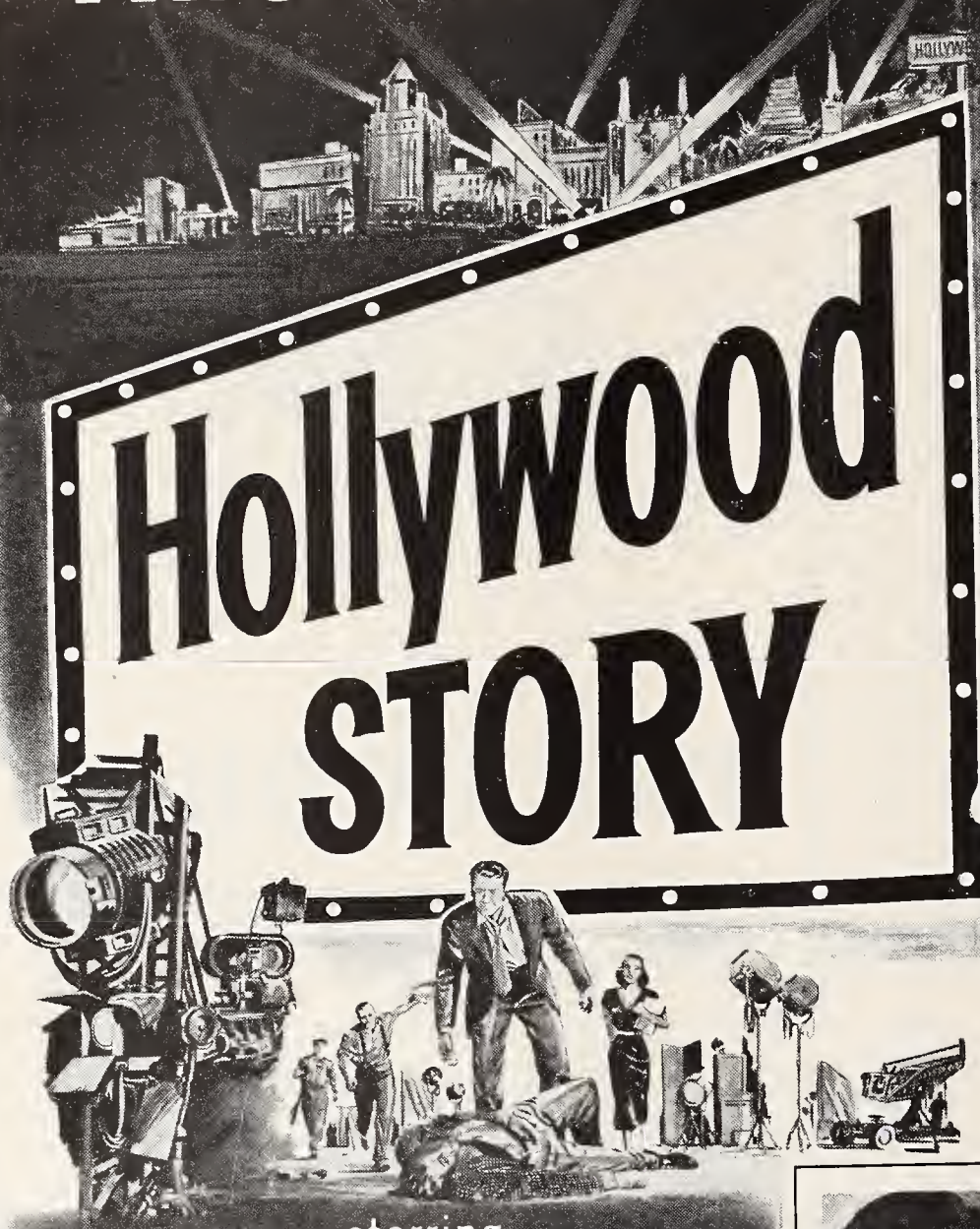


WE CAN'T TELL YOU WHAT THIS PICTURE IS ABOUT...

without giving away the secret that rocked the lives of five fabulous people!



Hollywood STORY



Sally... secret daughter of a famous screen beauty!

Larry O'Brien... movie producer who ripped the veil from the glamor city's past!

starring

Richard CONTE and Julia ADAMS



St. Clair... eccentric writer with a story he dare not tell!



Roland Paul... the star who became a "has-been" to escape scandal!



Sam Collyer... maker of stars, man of power and mystery!

with HENRY HULL · FRED CLARK · JIM BACKUS · RICHARD EGAN

and four of the screen's greatest stars of yesterday:

FRANCIS X. BUSHMAN · BETTY BLYTHE · WILLIAM FARNUM · HELEN GIBSON

Universal International

Story and Screenplay by FREDERICK KOHNER and FRED BRADY · Directed by WILLIAM CASTLE · Produced by LEONARD GOLDSTEIN · A Universal-International Picture.

UPT Meet

(Continued from page 1)

$68,000,000 in theatre assets on the company's books are "undervalued"; (2) the admission price to UPT and subsidiary theatres across the country averages 37 cents; (3) it cost UPT $250,000 to settle anti-trust suits last year, and, (4) UPT's advertising bill in 1950 was $8,000,000.

The crowded meeting, called to approve an amendment in the by-laws to increase the number of UPT directors from seven to 13, and to elect a new board, was opened by an address by Goldenson which closely examined economic conditions, particularly with reference to television competition prospects.

Terming last year's UPT earnings of $12,141,000 "satisfactory," Goldenson said there has been a continuation of the decline in theatre attendance which commenced in 1947, and cited TV's influence as follows: "The growth of television presents an obvious and a simple explanation of this decline and because there is such a beguiling explanation few people have looked further."

But, he said, it is the general trend of the post-war economy and "not the force of television as an entertainment competitor," which is the primary reason for the downward trend in theatre attendance.

Meanwhile, he added in identifying another handicap, "The traditional system of runs and clearances which developed over a period of years has been uprooted. No stable system has arisen to take its place. The upshot is, the industry as a whole suffers.

"When one analyzes the emotional and aesthetic needs which television is able to satisfy it becomes quite apparent that there are differences between television and the movies which lead inescapably to the conclusion that while today the two media appear competitive, in the future they will tend increasingly to be supplemental to one another," Goldenson added.

He said events have demonstrated that TV is actually strongest when it leaves the field of prepared entertainment, the type of entertainment the theatre offers.

Stock Conversion

Goldenson reported that 82 per cent of the outstanding UPT stock has been converted under the reorganization following the divorcement from Paramount Pictures. He added that the Department of Justice has requested a statistical breakdown in this connection, and urged those who have not converted to do so promptly.

A representative of minority stockholder James Fuller, whose "needling" of managements is well known in the industry, arose to convey to Goldenson the information that Fuller "thinks highly" of the way the company has been operated although he "did not expect it." Goldenson and other representatives of management, including vice-presidents Robert J. O'Brien and Walter Gross, beamed with appreciation at this expression of confidence.

When, in answer to a stockholder's question, Goldenson revealed that the company's $68,000,000 in assets were "undervalued," he gave as an illustration of this the fact that recently the circuit sold for $340,000 cash a theatre which carried only nominal value on the books. At this juncture, Robert Wilby, president of subsidiaries North Carolina Theatres and Alabama Theatres, arose to testify that UPT sold for 40 per cent more than was paid him theatres he had sold to UPT.

Describing UPT's 80 per cent single-feature policy in answer to a stockholder's query, Goldenson said that subsidiary houses all through the South and Southeast, in New England and various other sections observe this policy. He explained that where double-bills are run, such as in San Francisco, Los Angeles, Chicago, Boston and Detroit, it is because competition from other theatres requires them.

The company is now two-thirds reorganized following the divorcement, and the final third of the reorganization will be achieved by March, 1952, Goldenson revealed.

The UPT president announced following the meeting that the board declared a dividend of 50 cents per share on the outstanding common stock payable July 20 to holders of record on June 29.

$10-Million Loan to UPT for Video

United Paramount Theatres has borrowed the entire $10,000,000 additional credit which was provided for under the long-term loan agreement it made last December with Metropolitan Life Insurance Co., and will use this additional sum "for the acquisition of assets primarily, and perhaps exclusively, in the field of television," financial sources revealed here yesterday. At yesterday's stockholders meeting, Leonard Goldenson, UPT president, reminded that the company hopes to expand its interests in TV for theatres and otherwise.

Under the loan agreement, UPT on Dec. 28 borrowed $26,250,000 from Metropolitan and $8,750,000 from three banks.

State Dept. to Get Jap Quota Protest

Motion Picture Export Association and Society of Independent Motion Picture Producers officials yesterday voiced unanimous objection to the threatened imposition of a 150-picture annual export quota on U.S. companies by Japan. MPEA and SIMPP met jointly here yesterday.

Both organizations will make representations to the U.S. State Department in this connection.

Meanwhile, it was pointed out, Irving Maas, MPEA general manager, is in Tokyo at present attempting to avert the quota threat through conversations with U. S. Military authorities and Japanese officials. There are no restrictions against U.S. pictures in Japan at present.

The joint meeting, at which Theodore Smith of the MPEA presided, also discussed developments in the Italo-US pact negotiations. John G. McCarthy, Motion Picture Association of America foreign department chief now visiting Paris, may go to Rome early next week.

UPT Board Adds 6; Four are Reelected

United Paramount Theatres stockholders, at their annual meeting here yesterday, approved an amendment to the company by-laws increasing the number of directors from seven to 13, and elected six new directors in addition to reelecting four incumbents.

Newly-elected to the board were: Robert B. Wilby, president of North Carolina Theatres and Alabama Theatres; John Balaban, president of Balaban and Katz Corp.; A. H. Blank, president of Tri-States Theatre Corp.; Herbert Schwartz, president of City Stores, Inc.; Charles T. Fisher, Jr., president of National Bank of Detroit, and Robert L. Huffines, Jr., president of Burlington Mills Corp. of New York. The circuits headed by Wilby, Balaban and Blank are UPT subsidiaries.

Reelected to the board were: John A. Coleman, E. Chester Gersten, William T. Kilborn and Walter P. Marshall.

Under the certificate of incorporation, Leonard H. Goldenson, UPT president, and Walter W. Gross and Robert H. O'Brien, vice-presidents, continue as directors of the company until the annual meeting of stockholders in 1952.

Show Edison Films

The 60th anniversary of Thomas Alva Edison's execution of his patent on the motion picture camera was marked with a preview showing of early Edison films yesterday at the Museum of Modern Art.

Georgia T. O. Hears Theatre TV Plans, Attack on Bidding

ATLANTA, May 15.—The prediction that 100 or more theatre television installations will be in process before the end of the year, promising numerous exclusive TV programs for theatres, was made by Nathan L. Halpern, television consultant to Fabian Theatres and Theatre Owners of America, in a address to the Theatre Owners and Operators of Georgia here today.

In another convention address, Herman Levy, TOA general counsel, hit at current distributor use of competitive bidding as not only a contributing factor to mounting exhibitor-distributor ill-will but also to much of what is wrong with the business today.

Levy rejected the claim of some distributors that competitive bidding is being used only to avoid litigation, asserting that there is evidence that it is employed "unnecessarily and unwarrantedly, and, to a large degree, for the purpose of obtaining increased film rental."

He urged distributors to take the position that bidding should be resorted to only when necessary, among theatres in the same competitive area and only when requested by exhibitors. Levy also expressed TOA's "satisfaction" with progress toward establishment of a new industry arbitration system and its hope that "in the immediate future" an all-industry conference will be held to work out plans.

TODAY JOINT LUNCHEON

PUBLICITY CLUB OF NEW YORK

ASSOCIATED MOTION PICTURE ADVERTISERS

Time: TODAY—Cocktails 12-12:30; luncheon served at 12:35; price $2.75 per person.

Place: SHELTON HOTEL BALLROOM — 49th and Lexington Ave.

Speakers: RICHARD PITTS, editorial director, Conference of Motion Picture Organizations — "STEPPING OUT."

HARRY K. McWILLIAMS, president, AMPA; exploitation manager, Columbia Pictures — "IT'S EASY TO TIE IN WITH THE MOVIES."

WILLIAM P. MALONEY, publicity director, BBDO; past president, Publicity Club — "WHAT THE PUBLICITY CLUB HAS TO OFFER THE MOVIES."

Phone your reservations to

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Telephone: CHickering 4-1200



MONEY SAVED BY SKIMPING ON STUDIO LIGHTING: ——— **$30,000**

MONEY LOST AT THE BOX OFFICE: $1,000,000

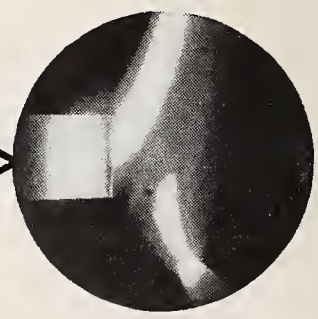
Here is a sad story. A movie maker tries to save money—he cuts his studio lighting budget by $30,000. And what does he get?

The movie is muddy. It has poor color values. People must squint to see it — and word gets around! The picture grosses $1,000,000 less than it should have.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 96 NEW YORK, U. S. A., THURSDAY, MAY 17, 1951 TEN CENTS

MMPTA 1st To Pay Full COMPO Dues

300 N. Y. Area Theatres Register 100% Record

The Metropolitan Motion Picture Theatres Association yesterday achieved the distinction of being the first of the Council of Motion Picture Organization's charter members to register 100 per cent membership payment of COMPO dues.

The achievement, announced by Arthur L. Mayer, COMPO executive vice-president, has resulted in a notable rise in the Council's treasury at a time when COMPO's public relations program has been seriously limited by a shortage of funds.

Mayer said COMPO practice required him to withhold the names of the individual contributors and the amounts of their checks. Membership in the MMPTA represents more than 300 theatres in the New York ex-

(*Continued on page 2*)

'Red' Probe Reactivated

WASHINGTON, May 16.—The House Un-American Activities Committee today resumed its Hollywood hearings and whizzed through three witnesses in less than two hours.

All three refused to tell the Committee anything about alleged Communist activities, declaring that answering Committee questions might tend to incriminate them. One witness

(*Continued on page 3*)

Dallas Exhibitors Honor J. R. Grainger

Dallas, May 16.—The Dallas Exhibitors Association gave a luncheon today to James R. Grainger, honoring Republic's "Jimmy Grainger Friendship Drive," May 14 - Sept. 29. Claude Ezell was toastmaster and among those present were: H. J. Griffith, R. J. O'Donnell, William O'Donnell, John Rowley, Roy Higdon, Theodore Routt, Forest White and 100 guests.

Grainger was presented with a pledge of all-out cooperation during the drive.

Universal Favors TV Appearances of Players for Promotional Purposes

Hollywood, May 16.—Following guest appearances of Pipe Laurie and Tony Curtis on columnist Sheila Graham's television show yesterday, the Universal-International publicity department disclosed that the company will approve video appearances of its contract players whenever the promotional value warrants. It was said that U-I never had a policy rule to the contrary, unlike the policy of most other studios.

It was pointed out that Universal players making promotional tours in behalf of picture openings have been appearing on television locally in key spots since last fall, with the results said to be soundly productive.

J. Balaban Seeks $1-Million Summer Gross with TV Stars

Top television talent, headed by Milton Berle, Dean Martin and Jerry Lewis, and Sid Caesar and Imogene Coca, was signed for summer bookings at the Chicago Theatre yesterday by John Balaban in a move that he predicted would result in a total gross of more than $1,000,000 in the 13-week period.

Balaban, here for signing the pacts which have been in negotiation for several weeks, said that television, just as radio did in the past, would be an "invaluable source of talent" for motion picture theatres which present stage attractions. He emphasized that the stage shows would be backed up with outstanding film presentations.

He declined to reveal exact terms of the contracts with the TV artists, but said that they were "participating deals" and that it would be possible for the stars to earn up to $60,000 a week if the grosses lived up to expectations.

The Balaban and Katz executive

(*Continued on page 4*)

$12,000,000 Annual Savings Seen Under 20th-Fox Program

The broad economy program outlined to 20th Century-Fox stockholders by Spyros P. Skouras, president, at the annual meeting here on Tuesday could, if fully effective, amount to savings of from $12,000,000 to $13,000,000 annually for the next two and one-half years, examination of the company's program yesterday revealed.

Skouras estimated that the voluntary 25 per cent to 50 per cent salary reductions for the 130 company executives and creative workers earning $25,000 or more per year, would result in savings of $2,500,000 annually, starting July 1 and continuing to March 31, 1953.

In addition, he indicated that distribution and administrative economies

(*Continued on page 4*)

Guild Opposition to Pay Cut Plan Seen

HOLLYWOOD, May 16.—The salary reduction program announced yesterday by Spyros P. Skouras, 20th Century-Fox president, tonight appeared to be running into opposition from Hollywood talent guilds.

Screen Directors Guild president Joseph L. Mankiewicz sent wires to guild members advising them to refrain from accepting any salary cuts until the guild had time to investigate the matter.

A Screen Writers Guild spokesman said that the SWG favored cooperation with management provided that

(*Continued on page 4*)

Callahan Heads New 20th-Fox Division

Creation of 20th Century-Fox Atlantic division, composed of the Boston, New Haven, Washington and Philadelphia exchanges and to be headed by E. X. Callahan, was announced here yesterday by Al Lichtman, distribution director. Callahan was manager of the former New England division, which was supplanted, and will continue to headquarter in Boston.

It was also announced that Eastern sales manager Arthur Silverstone will direct the activities of the Central division in addition to Canada, the Empire State and the Atlantic divisions. The Central division had been reported previously under the Western sales aegis.

Allied Wants

Bidding Eased Or Won't Aid Arbitration

Board Tells Myers to Pursue Both, Or None

KANSAS CITY, May 16.—There will be no Allied States participation in a new industry arbitration system unless distribution companies agree to remedy the "hardships of competitive bidding," the Allied board of directors made it clear after the close of their two-day meeting here yesterday.

Allied's *quid pro quo* stand was taken after Abram F. Myers, chairman and general counsel, reported to the board that several of the companies which he had petitioned for competitive bidding modifications had forwarded replies "showing conclusively that there is no disposition in

(*Continued on page 4*)

Sets Allied's Video Aims

KANSAS CITY, May 16.—A pledge that Allied States Association would continue to work for theatre television channels suitable for theatre use was made today by Trueman T. Rembusch, national Allied president.

Speaking to the combined convention of the National Drive-in Theatre Owners and the Allied Independent

(*Continued on page 4*)

$1-Million Maximum Seen on WB Films

Hollywood, May 16. — Although the studio declined to comment on the nature of an off-the-record meeting Jack Warner held with his staff, producers and directors yesterday, unofficial sources say the Warner Brothers production head placed a $1,000,000 ceiling on feature budgets for the future, with $750,000 to $800,000 favored. It is understood the personnel took the limitations in good grace as conforming to present earning potentials.

20th-Fox Ends U.K. Production Unit

London, May 16.—Twentieth Century-Fox is disbanding its permanent British production unit here. However, it will engage in British production if, as and when opportunity presents itself to do so advantageously. It will continue to hold its renting agreement with the Denham studio.

U. K. Films Council Asks Penny Boost

LONDON, May 16.—The Films Council today warned Sir Hartley Shawcross, president of the Board of Trade, that the industry's predicament cannot be resolved by the Budget's tax proposals. It urged a tax-free authorization by the government of a one-penny increase for each seat.

The so-called "floating penny" increase would be retained by the industry in addition to the £2,500,000 mentioned in the Budget. The Council expressed grave doubts whether public demand will sustain these increases but said there is no alternative in view of the decision of the Chancellor of the Exchequer to take another £7,500,000 from the industry in taxes.

Einfeld Returns Here From S.America Tour

Charles Einfeld, vice-president of 20th Century-Fox, returned here yesterday from a tour of South America, during which he met with leading exhibitors of the countries visited, state department officials and American ambassadors to discuss distribution and showmanship plans in the various countries.

Einfeld reported on his trip yesterday to 20th Century-Fox president Spyros P. Skouras and other company officials.

York Named UA Branch Manager

Claude York has been named branch manager of United Artists' Dallas exchange, under Milton E. Cohen, Western-Southern sales manager, and William Keith, southern district manager, it was announced here by William J. Heineman, UA sales vice-president. He replaces T. E. Laird, resigned.

York was most recently sales representative for United Artists in Oklahoma.

'Go for Broke' at N. Y. Capitol

A premiere with special ceremonies on stage will be held at the Capitol Theatre on Thursday evening, May 24, for the opening of M-G-M's "Go For Broke!"

Some 250 officers and men of the 442nd Regimental Combat Team and the Texas 36th Division will be guests. The first Army Band will be on hand.

Personal Mention

HARRY M. WARNER, president of Warner Brothers Pictures, is due to leave here for the Coast today by train.

•

MORRIS LOEWENSTEIN, president of Theatre Owners of Oklahoma, and JAMES TUCKER, Oklahoma exhibitor, left here yesterday for Oklahoma City after attending the Variety Clubs convention in Philadelphia and the A. W. SCHWALBERG testimonial dinner here.

•

MICHAEL BERGHER, Universal-International general manager in Brazil, has arrived in New York for conferences with director of world sales AL DAFF.

•

EDWARD MOREY, Monogram-Allied Artists vice-president, and MOREY GOLDSTEIN, national sales manager, were in Washington last night from New York.

•

HERMAN M. LEVY, general counsel of Theatre Owners of America, returned to New Haven yesterday from New York following a visit to Atlanta.

•

HYATT DAAB, Selznick Studios publicist, is scheduled to leave for the Coast over the weekend after a week's vacation in New York.

•

E. R. HOLTZ, Detroit theatre owner, left here yesterday for his home following a two-day New York business trip.

JOSEPH M. SCHENCK and HARRY BRAND are scheduled to leave here today or tomorrow for the Coast after conferences with 20th Century-Fox home office executives.

•

BILL BROWN, manager of Loew's Majestic Theatre, Evansville, Ind., and MRS. BROWN yesterday observed their 23rd wedding anniversary.

•

EZRA STERN, legal counsel of the Southern California Theatre Owners Association, returned to Los Angeles from New York yesterday.

•

AL GRUBSTICK, assistant general sales manager of Lippert Pictures, left here for his San Francisco headquarters yesterday.

•

FRANK FARLEY, who resigned recently as director of Paramount British Productions because of illness, is due here from England tomorrow.

•

HUGH OWEN, Paramount Eastern and Southern sales manager, left here yesterday for a tour of Southern exchanges.

•

NOAH DIETRICH, RKO Pictures board chairman, has left here for Houston.

•

NATE SPINGOLD, Columbia vice-president, has returned here from the Coast.

•

A. PAM BLUMENTHAL has left the Coast for New York.

UA Gets 1st Booking At N. Y. Paramount

The United Artists—Bob Roberts production, "He Ran All The Way," co-starring John Garfield and Shelley Winters, will have its world premiere at the Paramount Theatre, New York, on June 20, the first United Artists release ever to play the Broadway showcase.

United Artists is currently devising a major publicity and advertising campaign to support the premiere.

Jerry Pickman on Another Field Trip

Jerry Pickman, Paramount's national director of advertising-publicity, will leave here for Washington today to confer with local exhibitors and company representatives, on one of his scheduled field trips devoted to promotional surveys and programming.

While in Washington he will also discuss regional merchandising plans with Phil Isaacs, new branch manager.

12th TOA Affiliate Approves COMPO

Headquarters of the Council of Motion Picture Organizations here was advised yesterday that the board of directors of the Theatre Owners of North and South Carolina, a Theatre Owners of America affiliate, had approved a motion to apply for COMPO membership. Notification was made by Mrs. Walter Griffith, executive secretary of the Carolinas organization.

The unit is the 12th of TOA's 29 affiliates to approve COMPO membership.

MMPTA-Compo

(*Continued from page* 1)

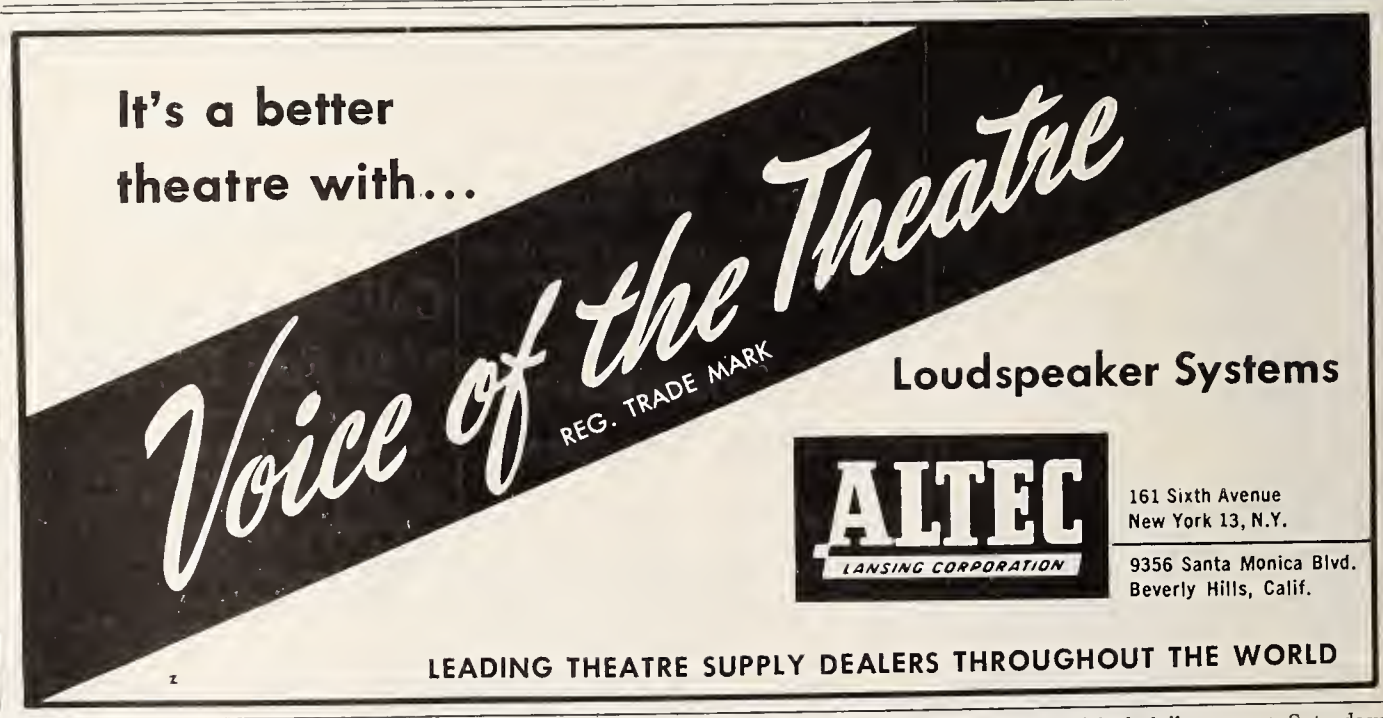
change area, exclusive of New Jersey. In accordance with the COMPO dues procedure, which calls for payment of one-tenth of one per cent of last year's film rental, the MMPTA members' payments will be matched by the distributors.

Final checks from MMPTA were received yesterday by COMPO, and the 100 per cent payment followed a plea made recently by Mayer at an MMPTA meeting at the St. Moritz Hotel here. Edward N. Rugoff, head of Rugoff and Becker Theatres, is president of MMPTA, and the organization's representatives on the COMPO executive board are Leo Brecher, of Brecher Theatres, and Oscar Doob, of Loew's.

"This," said Mayer, "is another example of the MMPTA's policy of cooperating wholeheartedly with all projects designed to help our business. The MMPTA, if I recall correctly, was the first of the charter members to ratify the COMPO constitution and by-laws."

Renfro Leaving RKO

OMAHA, May 16.—Jack Renfro has resigned as manager of RKO Radio's exchange here to enter a film buying-and-booking business. A successor has not been appointed as yet.



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McWilliams Urges More Film Tieups

Greater tieups with the motion picture industry were urged yesterday by Harry K. McWilliams, Associated Motion Picture Advertisers president. McWilliams was a speaker at AMPA's last open luncheon meeting of the season which was held as a joint session with the Publicity Club of New York at the Hotel Shelton.

McWilliams stressed that tieups can help sell tickets for the industry and merchandise for the manufacturer. He cited numerous examples to prove his point.

In a brief talk, Richard Pitts, editorial director of the Council of Motion Picture Organizations, called for accelerated public relations in the industry. "We need a rebirth of optimism and enthusiasm in the industry," he said. "We need to tear people loose from their television sets."

Loss of $1,086,365 For RKO Pictures

The operations of RKO Pictures Corp. and subsidiary companies for the three months ended March 31, resulted in a net loss (unaudited), of $1,086,365, after all charges.

RKO Pictures commenced operations on Jan. 1, 1951 as one of the successors to the divorced Radio-Keith-Orpheum Corp. and, for that reason, there are no comparable figures for the first three months of 1950 for the picture company.

'Red' Probe

(*Continued from page 1*)

—Leonardo Bercovici—said he is not now a Communist, but invoked his Constitutional rights when asked if he had been a member "yesterday." Both Richard Collins and Edward Dmytryk said they had known him as a Party member.

The other two witnesses were Alvin Hammer and former studio secretary Bea Winters. The latter was named by Sterling Hayden as the person who persuaded him to join the Party and by Meta Reis Rosenberg as a Party member. Hammer's name was new to the hearings. He was asked by Committee counsel Tavenner whether or not he had been membership director of the Northwest section of the Los Angeles Communist Political Association.

Brewer to Appear

The Committee moves on to another unfriendly witness tomorrow—Lloyd Gough—and then will hear IATSE international representative Roy Brewer on the Hollywood jurisdictional strike. Gough has not been positively identified as a Party member but has been mentioned as having been present at a closed cell meeting. He is the husband of Karen Morley, repeatedly named as a Communist.

Bercovici told the Committee that he is not a Party member nor "in sympathy with the beliefs of the Communist Party as I understand them." Moreover, he declared, "in the event my country is attacked by any country, I would feel it my duty and my privilege to defend my country in any capacity that I may be called upon."

Prefer Screen Quota To Import Cut

Washington, May 16.—Film industry officials here state that if any film quota has to be imposed by any foreign government, a quota on screen time is preferrable to an import quota, providing it is not excessive. They emphasized, however, that the official industry position is still to oppose all quotas. "We feel we can live better with a screen quota, providing it is reasonable, and stand a better chance of getting that removed earlier," it was pointed out.

Paramount Meet In Canada May 31

Paramount's annual Canadian sales convention has been scheduled for May 31-June 2 at the Royal York Hotel in Toronto, it was announced here by A. W. Schwalberg, president of Paramount Film Distributing Corporation. Gordon Lightstone, Canadian general manager, will preside.

The agenda will include independent booking and merchandising of "Samson and Delilah"; selling and liquidation of current product and branch operations.

Schwalberg, Oscar Morgan, general sales manager of short subjects, and Paramount News, and Jerry Pickman, national director of advertising-publicity, will address the convention.

Georgia Exhibitors Reelect Thompson

ATLANTA, May 16.—J. H. Thompson of Hawkinsville, Ga., was re-elected president of the Theatre Owners and Operators of Georgia as that organization closed its 1951 convention here.

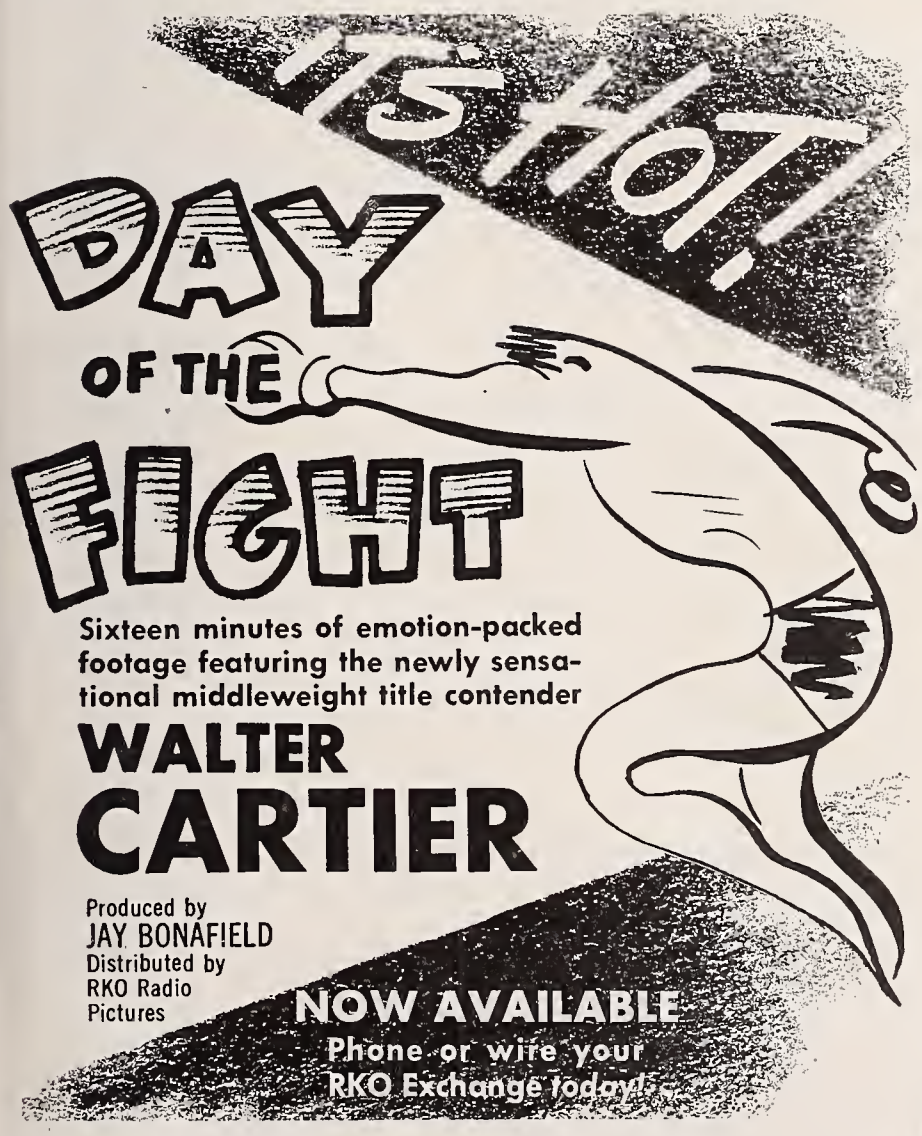
With few exceptions, all other officers were returned. E. D. Marton of Columbus, Ga., was re-chosen treasurer and John Thompson of Gainesville, was named secretary. R. B. Wilby, a new member of the organization, was named regional chairman-at-large, along with W. M. Snelson, A. L. Sherrard and R. E. Martin, Jr., Nat Williams of Thomasville, and L. S. Stein. R. H. Brannon, Fred Weiss and Bob Moscow were named regional chairmen. Directors were all reelected.

Nathan Has New Firm

Organization of Frinat International, Ltd., which will handle distribution of independent product in the Far East is announced here by Karl J. Nathan, who resigned in March as general manager of the Frieder Film Organization, distributors for Republic in the Far East.

Burk, Lloyd with 20th

Jack Burk and Kenneth Lloyd have been named managers of the 20th Century-Fox branches in Seattle and Salt Lake City, respectively, as stated in a MOTION PICTURE DAILY story Tuesday and not managers of M-G-M's exchanges in the same cities, as erroneously stated in the story's head.





SEE FOR YOURSELF JUNE 12th-13th
IN EVERY EXCHANGE CITY!

Joint Allied

(Continued from page 1)

Theatres Owners of Kansas and Missouri at the Hotel Phillips here, Rembusch said Allied's aim regarding TV channels was to have them available when and if it appeared that theatres could use television profitably.

Myers on 'Freedoms'

Another convention speaker was Abram F. Myers, national Allied general counsel, who stressed the "freedoms" independent theatremen now enjoy in comparison to 20 years ago. His subject was the rights of independent exhibitors and he urged them to assert and exercise their rights. Myers, who addressed the opening session presided over by O. F. Sullivan, president of the Kansas-Missouri unit, and attended by more than 300 exhibitors, also was present at later closed door sessions. In these sessions, booking and buying matters were discussed.

Commenting on home television at the open session, Sullivan said that theatre owners were not as much alarmed by this competitive prospect as they were a year or so ago.

Other Speakers

Other speakers included Robert Kenefick, of Sports Service, whose talk dealt with refreshment concessions, and Robert Rubins who addressed the gathering on the role of the Council of Motion Picture Organizations. Martin Stone, of Mercury Service, demonstrated the use of tape recorders for music and commercials in drive-in concession stands.

In most phases of concession operation, speakers stressed that each operator has to choose methods as well as merchandise that will appeal to his local audience.

Limiting the convention programs to afternoons has left mornings free for the some 300 exhibitors who represent about 575 theatres, both drive-ins and indoor houses, to visit the equipment displays in the English Room of the hotel. The room has been well filled with exhibitors each morning.

Allied's Arbitration Stand

(Continued from page 1)

distributor ranks to do anything about competitive bidding at this time."

Accordingly, the board authorized Myers to continue the negotiations and explorations concerning a new industry arbitration system, which he engaged in with distribution attorneys this spring, only "provided an agreement can be readied for easing the hardships of competitive bidding."

The board directed Myers to report back to it on both arbitration and bidding developments at its next meeting, to be held in New York in the fall.

Allied's competitive bidding proposal is that the decrees in the government suit be amended to make clear that bidding is not required or sanctioned by any law or court order and any resort to the practice should be limited to cases where an independent exhibitor is seeking pictures on a run which "is monopolized by a circuit theatre."

Invited Discussion

Allied asserts that it did not present this plan on a "take it or leave it" basis, but invited a discussion of the matter and the submission of counter proposals.

The board appointed the following permanent members to its new Film Committee with headquarters in New York to handle controversies over sales policies and practices directly with distribution companies: Wilbur Snaper, co-ordinator; H. A. Cole, Nathan Yamins, Ray Branch and Benjamin Berger.

The Film Committee will act for national Allied, any regional Allied unit and, in exceptional cases, any individual exhibitor when sales policy controversies arise with any film company.

The Allied board also authorized Myers "to submit to the Attorney General the proposition that the National Screen Service Corp. is a monopoly in violation of the anti-trust laws" and to present the following exhibitor complaints: of discrimination between independent theatres of the same size and class; between independent and affiliated theatres; on extra charges for color trailers; failure to make allowance in contracts for M-G-M and Warners trailers; forcing of weekly service contracts by refusing to sell except at prohibitive prices on a per-trailer basis; refusal of allowances during part-time closings or when the number of changes per week is reduced, and discrimination against drive-ins through higher prices for the same service or run than those charged conventional theatres.

Mexicans Want Code Like Hollywood's

Mexico City, May 16. — Felipe Gregorio Castillo, ex-chief film censor who now heads the National Authors Union, has asked the Union to urge President Miguel Aleman to abolish film censoring and substitute a code of standards for producers like the Production Code in the U. S. In making the request, Castillo indicated that film censoring is unsatisfactory for all concerned.

Recently, Mauricio de la Serna, important producer, launched a campaign for the adoption of a code like the one in the U. S.

Regular Loew's Dividend

Loew's directors yesterday declared the regular quarterly dividend of 37½ cents on the common stock, payable June 30 to stockholders of record on June 12.

Steiner Reorganizes, Sets New Product

At the first meeting held here of the reorganized Broadcast Pictures, Inc., the following were elected: Joseph Steiner, president and board chairman; Max Rothstein, executive vice-president; Dorothy Waring, treasurer, and Saul Nack, Secretary.

Production has started in the East on the company's first Technicolor feature, "Rhythm Rhapsodies."

"ONE OF THE YEAR'S BEST!"
—says Film Daily



—and a CHAMPION role for... KIRK DOUGLAS IN PARAMOUNT'S ACE IN THE HOLE

20th-Fox

(Continued from page 1)

already in effect or to be placed in effect would result in a further saving of $4,000,000.

Lastly, Skouras pointed out that Darryl Zanuck, vice-president in charge of production, has expressed the hope that he can reduce the average cost of the company's 36 annual productions by $170,000, a goal of $6,120,000.

Skouras also expressed the hope that actors and actresses would see the present need for production cost reduction and, for their own best interests, agree to salary reductions. He observed, too, that operating economies may well result in all departments from new efforts inspired by the voluntary salary cutting of the chief executives. Should either possibility materialize, savings in excess of the $12,000,000 annual goal are obvious.

Meanwhile, the trade heard reports yesterday that a second major company was considering voluntary executive salary reduction plans similar to the one announced by 20th-Fox. Under the latter, the executives and creative workers, most of whom have contracts, are given an opportunity to recoup the reductions through participations in half of the film company annual profits, exclusive of National Theatres' profits, which will have a similar plan of its own.

Guild Opposition

(Continued from page 1)

reductions are not unilateral in effect and are made on an individual picture basis. The Screen Actors Guild said that most stars already have taken salary reductions and the matter is being studied.

Darryl F. Zanuck, 20th-Fox vice-president in charge of production, issued a statement tonight saying that writers and directors are included among those regarded to take cuts and that contracts with players will be adjusted individually. Zanuck said the response of studio personnel so far has been gratifying.

Unveil Slade Monument

Friends at RKO's New York exchange of the late Jean Slade, who was a booker at that branch, will attend the unveiling of a monument in her memory at New Mount Carmel Cemetery on Sunday at one-thirty.

U-I's Hyder Promoted

George Hyder, Universal-International assistant manager in Indonesia, has been promoted to managing director in that territory.

$1-Million Gross

(Continued from page 1)

also expressed his confidence that the stage attractions he has lined up will build film-going in Chicago generally. Sid Caesar and Miss Coca will kick off the summer season by appearing for the week beginning June 8; Martin and Lewis will appear beginning July 21 and Milton Berle will wind up with the week of Aug. 31.

Other attractions booked for the period, all to play one-week stands, include Frankie Laine, Billy Eckstine, Nat King Cole and his Trio, the Blackburn Twins, and Bob Crosby.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 97 NEW YORK, U.S.A., FRIDAY, MAY 18, 1951 TEN CENTS

Guilds Meet Monday on Skouras Plan

Seek Common Attitude On Salary Cut Bid

HOLLYWOOD, May 17.—Representatives of the Screen Directors, Screen Writers and Screen Actors guilds will hold a meeting here Monday night, in SDG headquarters, to study the 20th Century-Fox proposal that upper-bracket talent take a voluntary salary reduction as outlined in president Spyros P. Skouras's statement to stockholders.

Although employment contracts differ widely in character, many, particularly the freelance variety, stipulate that persons may not accept reductions, except at option time, without guild approval.

The indicated purpose of the Monday night meeting is to arrive, if at all possible, at a common attitude for guilds to adopt toward the 20th-Fox plan, which many in guild circles regard as likely to be approximated by other major companies.

Wald-Krasna RKO Deal Finalized

HOLLYWOOD, May 17. — Following nine months of negotiations, Howard Hughes, head of production of RKO Pictures, Inc., yesterday announced the signing of Jerry Wald and Norman Krasna to a contract calling for the producing team to complete 60 pictures in the coming five years at a total cost of more than $50,000,000.

Negotiations began on Aug. 16, 1950, when the first agreement was reached between RKO and Wald and Krasna. Due to the enormous com-

(Continued on page 6)

Pledge No Flooding Of Italian Market

An essential condition of the developing Italo-American film agreement is that there will be unrestricted admittance of U.S. pictures into Italy, although the American distributors will be pledged to confine their annual shipments to a number which will not "flood" the Italian market, it was

(Continued on page 3)

4 Top Warner Productions Available for the Summer

WB Will Not Have Budget Ceiling

Hollywood, May 17.—In answer to reports that Jack Warner would impose a ceiling on productions, a Warner studio spokesman stated that no ceiling will be arbitrarily set on any budget for any picture.

Four features will roll in the next two weeks, which, starting with the Cagneys' "Bugles in the Afternoon," will give the studio a total of eight productions in work, representing peak activity at Warners in a long time.

An announcement of the availability this summer of four of Warner Brothers' top productions was combined here yesterday with an invitation to exhibitors all over the country and Canada to attend special screenings of the four on Tuesday and Wednesday, June 12 and 13, with the exception of New York where the screenings will take place on Thursday and Friday, May 31 and June 1.



Ben Kalmenson

At the same time, Warner distribution vice-president Ben Kalmenson issued a bid to exhibitors everywhere to renew their faith and confidence in the strength of their product and of the motion picture industry. Citing as an ex-

(Continued on page 6)

K-M Allied Elects Wooten President; Rubin Hails Compo

KANSAS CITY, May 17.—The Allied Independent Theatre Owners of Kansas and Missouri today elected Jay Wooten of Hutchinson, Kan., president to succeed O. F. Sullivan of Wichita who has been president since the unit was organized.

The elections highlighted the closing session of the joint convention of the Kansas-Missouri organization and the National Drive-in Theatre Owners here which featured an address on the Council of Motion Picture Organizations by Robert J. Rubin, assis-

(Continued on page 3)

Price War in Chi. Southside Looms

CHICAGO, May 17.—An admission price war appears to be shaping up among Chicago's Southside theatres as the Balaban and Katz Southtown and Tower theatres today announced a slash in ticket prices, starting tomorrow.

The B. and K. action follows

(Continued on page 6)

10,000 HOUSES REPRESENTED AT TOA MEETING: FABIAN

Some 10,000 theatres will be represented at the Theatre Owners of America's annual convention set for the Hotel Astor here on Sept. 23-27, organization members and equipment suppliers are being informed by S. H. Fabian, general convention chairman, in brochures mailed yesterday from TOA's New York headquarters.

The pre-convention brochure carries personal messages from Fabian and TOA executives Gael Sullivan, Samuel Pinanski, Mitchell Wolfson, Sherrill E. Corwin and John O'Leary, and sets forth elaborate plans for what apparently will be the exhibitor organization's largest exposition of theatre and concession equipment and merchandise and service organizations.

Fabian said that "in addition to the large out-of-town registration, there are several thousand theatres that will be represented which are within a radius of 200 miles from New York City." Many of the latter number, Fabian disclosed, are not TOA members.

It is maintained in the brochure that "over 50 per cent of the buying power of the theatre industry is concentrated within a 250-mile radius of The Great White Way." This message obviously was aimed at equip-

(Continued on page 3)

'Reds' Almost Took Over Films: Brewer

Says CSU Strike Loss, Hearings Smashed CP

WASHINGTON, May 17. — The Communist Party's aim in Hollywood was to gain control over the producers and to use the screen for propaganda purposes, and this plan came dangerously close to success, Roy Brewer, international representative of IATSE, told the House Un-American Activities Committee today.

Failure of the 1945 studio strike and the 1947 hearings of the House Committee broke the growing Communist power in the film industry, he declared.

He said the party at one point "developed a tremendously powerful degree of control, but that does not exist today." While the underground sections of the Party may be as strong as ever, the Communists' real influence was exercised through front organizations, and today the power of these organizations has been broken.

"There was an overall plan," the IATSE official said. "The Commun-

(Continued on page 6)

20th-Fox Calls in All Preferred Stock

Redemption of 20th Century-Fox's prior preferred and preferred stock, announced at the stockholders meeting on Tuesday by president Spyros P. Skouras, has been authorized by the board of directors. All shares will be called in on July 13.

The corporation will pay out $100 per share for the $4.50 prior preferred and $35 per share for the $1.50, plus accrued dividends. The purchase price will total $11,200,000 and will

(Continued on page 3)

Davis, Gable Top *Companion* Poll

Bette Davis and Clark Gable were named as top stars of the year in the seventh annual readers poll conducted by the *Woman's Home Companion* and reported in its June issue, out today. "All About Eve" was voted the year's best film.

Other feminine stars listed in the

(Continued on page 3)

NEWS in Brief . . .

CHICAGO, May 17.—Barring a last minute hitch, Warner Theatres' Jeffery and Hamilton houses will be taken over at midnight by James Coston, who resigned recently as Chicago zone manager for the Warner circuit.

Coston, a veteran circuit operator who left Warner after failure of a deal to acquire a number of WB theatres to be divested under the consent decree, has been negotiating for the two theatres for some time.

•

Jack Cohn, Columbia Pictures executive vice-president, and Joseph A. McConville, foreign sales vice-president, have departed here on the *S.S. Queen Mary* to attend sales conventions of the Columbia British and Continental organizations.

•

"Fabiola" has been booked into five key theatres following its world premier at the Joy Theatre in New Orleans, it was disclosed here by William J. Heineman, sales vice-president for United Artists, which is releasing the Jules Levey picture.

It has been booked into the United Artists Theatre, San Francisco; Keith, Baltimore; Trans-Lux, Washington; Grand, Cincinnati, and Astor, Boston, with openings scheduled for late May and early June.

•

CHICAGO, May 17.—Six more theatres have closed here.

Emil Stern and his son, Arthur, shut all four of their theatres, the Avon, Ardmore, Liberty and Rosewood at the close of business Saturday. The elder Stern was a founder and one of the original partners of the local Essaness circuit, against which he has a law suit pending at the present time. Also closed were the Dale, of this city, and the Rex, Chicago Heights.

•

London, May 17.—P. H. Shirley, who for the past three years has been assistant to John Davis, managing director of the J. Arthur Rank Organization here, resigned from Rank's Odeon group.

•

DALLAS, May 17. — In compliance with Federal Court orders, the Interstate circuit announced here that it will relinquish operation, effective May 30, of the Martini, Tremont and Key theatres in Galveston. They will be transferred to the Martini Estate.

The Paramount affiliate retains the State, Queen and Broadway in Galveston and on May 24 will open a new drive-in, the Oleander, in that city.

Harry K. Hecht, 68

PASSAIC, N. J., May 17.—Harry K. Hecht, 68, president of the Hecht circuit, operating theatres here and in Patterson, died today after a short illness. Survivors are his widow, daughter and two sons. His son-in-law is Maury Miller, president of Theatre Owners of America of New Jersey. Funeral services will be held at the Temple Emanuel, Passaic, 11 A.M., Sunday.

Personal Mention

ERIC A. JOHNSTON will be in New York today for an informal luncheon conference with industry friends.

•

ARMAND DENIS, jungle film producer, was awarded the Adventurer's Club gold medal for "exceptional achievement" in 1950 for his production of "Savage Splendor" last night at the Hotel Savoy-Plaza here.

•

EVELYN KOLEMAN, director of advertising-publicity in the East for Roy Rogers Productions, has left here to spend three weeks with ROY and DALE EVANS ROGERS at their home in Encino, Cal.

•

J. G. FRAYNE, engineer manager of Westrex's Hollywood division, has returned to the West Coast from New York.

•

SAM GALANTY, Columbia Mideast division manager, is due to arrive here today from Washington.

E. C. GRAINGER, head of the Shea circuit, returned here yesterday from a two-week tour of Shea theatres.

•

ORTON H. HICKS, head of the 16mm. department of Loew's International, will give his annual lecture to the class on foreign trade at the Amos Tuck School of Business Administration of Dartmouth College today.

•

MAMIE DUREAU, office manager and booker at Masterpiece Pictures, New Orleans, accompanied by her daughter, CATHERINE LOURDES, are spending a two-weeks vacation in New Britain, Conn., and New York.

•

MARY E. TUTTLE, director of home office personnel for RKO Theatres, has been elected president of the Personnel Club of New York.

•

JOHN K. HILLIARD, chief engineer of Altec Lansing Corp., has returned here from Europe.

Receptions for Awards Winners

Lynn Farnol, public relations counselor, in behalf of the Joint Public Relations Committee of Motion Picture Theatres of Greater New York, was host here yesterday to Quigley Showmanship Awards winners, Charles Doctor of the Capitol Theatre, Vancouver, B.C., and J. P. Harrison of the Campus Theatre, Denton, Texas, at a reception in the Rainbow Room at Rockefeller Center. The reception was one of several scheduled for the two showmen this week.

Following the presentation of the award plaques at the A. W. Schwalberg testimonial dinner Tuesday evening at the Waldorf Astoria, they were guests of Dan Terrill, exploitation director of M-G-M, at Wednesday's luncheon of the Associated Motion Picture Advertisers. They were dinner guests that evening of Al Stern, RKO Pictures' trade paper publicist, and later that night were guests of Sid Rechetnik of Warners at a theatre party.

Round of Visits

Yesterday they visited 20th Century-Fox's home office and met Spyros Skouras, Charles Einfeld, Rodney Bush, Jonas Rosenfield, Earle Wingart, and other company executives. Wingart was their host at luncheon and at the Yankee Stadium. Following the Farnol reception they went to the Latin Quarter with Milt Livingston of Universal.

Today they will visit Max Youngstein and other officers at United Artists and later will inspect Radio City Music Hall. Columbia's Harry McWilliams will be host at dinner tonight and at a theatre party.

Plan Film on 'Macy's'

"The Girl From Macy's" is being planned for production at the RKO studios by the Jerry Wald-Norman Krasna Co.

NPA Grants Six Appeals; Rejects 11

WASHINGTON, May 17. — The National Production Authority has granted six theatre construction appeals and turned down 11 others.

Those granted were: A $74,500 drive-in in DeKalb County, Ga., for the Community Theatres Corp.; a $55,000 theatre in Morehead City, N. C., for E. Everett Enterprises, Inc. a $107,310 theatre in Sidney, Nebr. for Fox Alliance Theatre Corp. a $26,018 drive-in at Summit Township, Pa., for Peter and Bernard Camerlo; a $23,900 drive-in at Portland, Ind., for William C. Mallers; and a $165,557 theatre and five shops in Wichita, Kan. for Mr. and Mrs. T. H. Slothower.

11 Denials

Denied were the following applications: a $12,000 proposal by J. J. Rodriquez to air-condition a theatre in Dallas, an $86,250 drive-in in Kankakee, Ill., proposed by Alvin Levine; a $72,000 theatre in Joppa, Ill., proposed by Cluster Theatres; an $11,782 theatre in Rio Piedras, Puerto Rico, proposed by Raul Rarrera; a $39,000 Quonset hut theatre for Camden, N.Y., proposed by Robert L. Thompson; a $7,400 drive-in in Silver City, New Mexico, proposed by Ray and Herbert Johnson; a $26,269 drive-in in Truth or Consequences, New Mexico, proposed by J. Oscar Conwell; a $7,363 drive-in in Grand Junction, Colo., proposed by R. French and A. C. Ebert; a $24,644 drive-in in Sandpoint, Idaho, proposed by Weskill and Son; a $90,000 drive-in in St. Louis County, Mo., proposed by Kilgore Amusement Co., and a $40,000 drive-in relocation job, in Jefferson City, Mo., proposed by De Luxe Drive-In Theatres, Inc.

WASHINGTON, May 17.—A nationwide program of educational meetings which will be conducted in 20 principal industrial centers from Coast-to-Coast to acquaint business and industry with the operation of the Controlled Materials Plan. The meetings will be conducted by the National Production Authority, United States Department of Commerce, and began this week.

Houses Unit Makes Move to Tax-exempt Non-Profit Shows

WASHINGTON, May 17.—The House Ways and Means Committee today voted to exempt from the 20 per cent admission tax tickets to non-profit cooperative or community center motion picture theatres, admissions to civic symphony orchestras, the Metropolitan Opera and similar non-profit organizations and other entertainments where the proceeds go to non-profit religious, educational or charitable organizations.

The exact proposal, which would lose the government $16,000,000 annually, would also exempt these events: community supported symphony orchestras; non-profit cooperative or community center theatres; affairs of National Guard associations, Reserve Officers associations, Veterans organizations and police and fire departments; opera companies where they are not run for the purpose of making a profit; non-profit agriculture fairs and concerts conducted by non-profit civic organizations. Admissions to elementary and high school sports events would be exempted, but not admissions to college athletics. Nor does the change exempt admissions to wrestling, boxing matches, carnivals, rodeos or circuses.

Republic Sets Dividend

A dividend of 25 cents per share on preferred stock payable July 2, to stockholders of record at close of business on June 11, 1951, was declared yesterday by the board of directors of Republic Pictures.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

Paramount Presents
Appointment with DANGER
with
Alan Ladd · Phyllis Calvert
in person
LOUIS JORDAN
AND HIS ORCHESTRA
THE JAYWALKERS
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THE JORDANETTES
TEDDY HALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Academy Award Winner.. "Year's Best Actress"!
21st record week!
Victoria B'way & 46th St.
JUDY HOLLIDAY in BORN YESTERDAY
A Columbia Picture

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Allied Meet

(*Continued from page* 1)

tant to Paramount president Barney Balaban.

He declared that this cooperative effort, COMPO, required not only finances but the active support on "the firing line" by individual exhibitors in a program of support in contributing ideas and information. COMPO projects, he stressed, should be applied locally, too.

He decried the fact that the motion picture industry today stood alone among business groups in not having developed adequate basic research needed for the industry.

Henderson M. Richey, M-G-M's director of exhibitor relations, pointed out the opportunity for each exhibitor in any area with increased population to get new patrons for his theatre.

Another speaker was Hardy Hendren, of United Film who covered the field of screen advertising.

Others Elected

The Kansas-Missouri unit's election saw William Silver of Cameron, Mo., chosen vice-president and Jay Means of Kansas City, Mo., secretary treasurer.

New Kansas directors for three year terms are: V. Anderson of McPherson, Eugene Musgrave of Minneapolis and Ralph Winship of Phillipsburg.

New Missouri directors elected to three year terms are: Jay Means of Kansas City, William Silver of Cameron and J. T. Ghosen of Sedalia. Two directors elected to fill unexpired terms are Herbert Jeans of Warsaw, Mo. and Charles Potter of Kansas City. Sullivan was reelected representative to the national Allied board. He had been president since the unit, now holding its fourth annual meet, was founded.

Freeman Cites Film As Value to Industry

HOLLYWOOD, May 17.—Speaking as an individual, Frank Freeman, Paramount Studio head, told trade press reviewers in advance of the screening of "Passage West" that he considers this film has plus value for the whole industry in that it stresses the power of simple faith to overcome obstacles and problems of daily life.

Freeman said the Pine-Thomas production, while conforming to melodramatic requirements fully, serves the industry and public by showing graphically how an abiding belief in God makes for social amity and wholesome human relationships.

Paramount Plans A 'Golden Circle' Film

Plans to film a top-budget production titled "The Golden Circle," were announced here by Paramount Pictures, which said the film will serve as a showcase for the "Golden Circle" starlets who were introduced to the press here this week.

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Reviews

"Francis Goes to the Races"

(*Universal-International*)

MORE often than not, film sequels lose rather than gain from comparisons with their progenitors. Universal, therefore, can be fully justified in giving itself a good pat on the back for having achieved the unusual in the case of "Francis Goes to the Races," the second in what may prove to be a long series of screen adventures featuring that laugh-provoking four-legged purveyor of caustic common sense, Francis, the talking mule. That No. 2 is funnier than the original "Francis" was amply testified to the other evening at RKO's 86th Street Theatre here by the loud and frequent dialogue-drowning guffaws that marked the picture's sneak preview.

The record shows that the original "Francis" was an outstanding money-maker. All things being equal, there is no reason whatever to suppose that "Francis Goes to the Races" won't at least parallel the box-office experience of its forebear. And, of course, all the exploitables that were manifest in the original are available here as well. When the results are in for this year's box-office sweepstakes, this modestly-budgeted number will be right up there among the winners.

The title is a perfect description of what happens to the garrulous Army mule and his fuzzy-minded pal, Donald O'Connor, when they leave the wars behind. Once scriptwriters Oscar Brodney and David Stern situate them in jobs at a racetrack all that is left to happen is just about every imaginable comic occurrence that could grow out of a mule's being in a position to advise his two-legged friend as to which horses will win the next day's races. Do you think the police believe O'Connor when he tells them the mule gave him the tips that turned into a seven-horse parlay?

The other ingredients poured into this delightfully absurd mixture and mix-up of situations include a large array of dialogue gags, a touch of romance between pretty Piper Laurie and O'Connor, Francis getting tipsy on beer, Francis psycho-analyzing a horse to rid her of an inferiority complex that handicaps her in races, and the open-mouthed amazement with which police, track racketeers and everybody else accept proof of Francis' ability to talk.

Credit producer Leonard Goldstein, director Arthur Lubin, writers Brodney and Stern and the whole neat cast with having turned out a delightful laugh-provoker. Supporting roles are filled by Cecil Kellaway, Jesse White, Barry Kelley, Hayden Rorke, Vaughn Taylor, Larry Keating and others. The original story was by Robert Arthur.

Running time, 88 minutes. General audience classification. For June release.

CHARLES L. FRANKE

"The Wicked City"

(*United Artists*)

A TRIO of names well-known to American audiences grace this French-made film of a sailor on the beach in Marseilles, but the presence of Maria Montez, Lilli Palmer and Jean-Pierre Aumont is not enough to relieve the tedium engendered as this inept story unfolds. Based on a novel by Edouard Peisson, the plot concerns the misadventures of Aumont, a Canadian seaman from an American ship, who falls in love with Miss Montez, a girl from a waterfront cabaret. He is stranded, stabbed and robbed. Miss Montez, fearful of being involved in the robbery, leaves the city while Aumont, befriended by a street urchin played by Jean-Marie Simon, works at odd jobs and awaits her return. Aumont is with Miss Palmer one night when he encounters the two thugs who robbed him and in the ensuing brawl one is killed.

Now Aumont is hunted by the police and takes refuge in a gypsy camp with Miss Palmer, a fortune-teller. He is about to rejoin his ship on its return to port, when he again glimpses Miss Montez. Risking arrest, he goes to see her and learns that he is just another "client" to her. Disillusioned, he chokes her and is arrested.

Largely filmed on location, the picture has scenic authenticity which does not compensate for the banal story. Aumont adapted the novel for the screen and in his English dialogue attempts to use American slang—often with amusing results. The net result is a picture that fails to jell.

Running time, 76 minutes. Adult audience classification.

VAUGHAN O'BRIEN

N. Y. Variety Starts Blood Bank Project

As a part of its "Heart Work," which helps to support the Will Rogers Memorial Home at Saranac Lake and provides hospital beds and medical attention for its members at French Hospital, the Variety Club of New York has opened a blood bank in the French Hospital here.

The blood bank will also be available for civil needs due to the increased request for blood now being shipped overseas and because of the critical shortages of blood now existing in the city's hospitals. Funds for the operation of the blood bank amounting to $5,000 were raised and donated to French Hospital by the local Variety Club, International.

Companion Poll

(*Continued from page* 1)

results are, in the order of voting: June Allyson, Irene Dunne, Greer Garson, Claudette Colbert, Joan Crawford, Barbara Stanwyck, Loretta Young, Esther Williams and Jane Wyman. Male stars, also in order of preference, are: Bing Crosby, James Stewart, Spencer Tracy, John Wayne, Gregory Peck, Gary Cooper, Alan Ladd, Walter Pidgeon and Gary Grant.

Pictures voted best for the year, in addition to "Eve," are: "King Solomon's Mines," "Cheaper by the Dozen," "Mr. Music," "Father of the Bride," "Harvey," "Sunset Boulevard," "Broken Arrow," "Born Yesterday" and "Battleground."

'Brotherhood' Award To Eric Johnston

Boston, May 17.—The Massachusetts Committee of Catholics, Protestants and Jews, at its 14th annual dinner tonight at the Statler Hotel, cited Eric Johnston for having "sought to carry the principles of the democratic concept and structure to all the nations of the earth."

Italian Market

(*Continued from page* 1)

indicated yesterday following another meeting here of the Motion Picture Export Association.

John G. McCarthy, chief of the Motion Picture Association of America's foreign department, who now is in Paris, is expected to confer by trans-Atlantic telephone today with MPEA executives here on the pending Italo-American agreement. He is scheduled to go to Rome shortly for further conferences with representatives of the Italian government and film industry.

The agreement, as it appears to be shaping up, would require the American distributors to give ground on the question of remittances, it was indicated. Heretofore, through the exercise of so-called "compensation" deals, it was possible to unfreeze from time to time decidedly substantial amounts of U.S. film earnings that had been blocked by Rome.

There has been a clamp-down, meanwhile, on compensation deals, and under what is expected to be the Italo-US agreement there will be a slower rate of unfreezing. This rate might be put at 50 per cent, it was said, but supplemental means of releasing funds also may be provided.

Preferred Stock

(*Continued from page* 1)

be obtained from the $12,500,000 cash dividend paid to 20th-Fox by its subsidiary, National Theatres.

A company statement issued yesterday said that the steps are being taken to simplify the capital structure of the corporation and to facilitate the divorcement of production-distribution from exhibition under terms of a consent decree to be signed shortly with the government.

TOA Meeting

(*Continued from page* 1)

ment manufacturers and suppliers who would be interested in securing exposition booth space.

Sullivan, TOA executive director, has this message for manufacturers and suppliers: "In planning the events for the 1951 TOA convention, we found that virtually all exhibitors want to know just how the shortages of raw materials will affect their plans for improving, maintaining and modernizing their theatres."

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Active or inactive for sound motion picture and television company.
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Dear Brat



DEAR DOPE!
He's the fomily friend who can do onything . . . wrong!



DEAR MUG!
His taking woys got him joiled . . . The Brat's taking woys got him out!



DEAR DAD!
He's o problem fother but the Brot does her best to bring him up right!

starring

MONA FREEMAN · BILLY DE WOLFE · EDWARD ARNOLD · LYLE BETTGER

with MARY PHILIPS · NATALIE WOOD · Produced by MEL EPSTEIN · Directed by WILLIAM A. SEITER

Written for the Screen by Devery Freeman





Dear Showmen:-

DEAR BRAT makes it three laugh hits for that great American family who brought you great business with "Dear Ruth" and "Dear Wife". "Dear Brat" is Ruth's kid sister... but she's growing up fast!

We welcome her to the succession of entertainment stand-outs that the crowds are going for most at this time—pictures like APPOINTMENT WITH DANGER starring Alan Ladd and Phyllis Calvert; THE LEMON DROP KID starring Bob Hope and Marilyn Maxwell; THE MATING SEASON starring Gene Tierney, John Lund and Thelma Ritter; THE LAST OUTPOST in color by Technicolor; and of course, that greatest grosser of them all Cecil B. DeMille's SAMSON AND DELILAH in color by Technicolor.

Pick up your phone and call

Paramount

MORE BETTER BIGGER PICTURES from Paramount

Warner Bros.

(Continued from page 1)

ample an exhibitor who had questioned the quality of the industry's product, Kalmenson said: "If ever the times call for exhibitors in this business to look forward and go forward, that time is now. We cannot afford to stand still. If we look forward, we can't help but go forward."

The four pictures to be screened are: "Jim Thorpe—All American," starring Burt Lancaster, Phyllis Thaxter, Charles Bickford and Steve Cochran, directed by Michael Curtiz and produced by Everett Freeman; "A Streetcar Named Desire," starring Vivien Leigh and Marlon Brando, produced by Charles K. Feldman and directed by Elia Kazan; "Strangers on A Train," Alfred Hitchcock production, starring Farley Granger, Ruth Roman and Robert Walker, directed by Hitchcock and "Captain Horatio Hornblower," in Technicolor, starring Gregory Peck and Virginia Mayo, directed by Raoul Walsh.

Theme Keynote

Keynoted to the theme, "Look Forward, Go Forward," the screenings are to be held in the following 31 cities:

Madison, Albany; Esquire, Boston; Center, Buffalo; Roger Sherman, New Haven; Aldine, Philadelphia; Uptown, Washington; Paramount, Cincinnati; Vogue, Cleveland; Fountain Square, Indianapolis; Warner, Pittsburgh; Carnegie, Chicago; Arc, Detroit; Alhambra, Milwaukee; Granada, Minneapolis; Varsity, Des Moines; Vogue, Kansas City; Admiral, Omaha; Missouri, St. Louis; Rhodes, Atlanta; Dilworth, Charlotte; St. Johns, Jacksonville; Fox, New Orleans; Melba, Dallas; Warner, Memphis; Warner, Oklahoma City; Esquire, Denver; Boulevard, Los Angeles; Egyptian, Portland; Villa, Salt Lake City; United Nations, San Francisco; Venetian, Seattle.

Buffet luncheons will be served at each of the above-named theatres.

Brewer Testifies on 'Reds'

(Continued from page 1)

ists realized that no industry in the world had the mass influence the motion picture industry had, and the principal motive was to use the industry for propaganda purposes." He admitted that there were various "by-products" involved — the effect that success in Hollywood unions would have on stimulating industrial unionism generally; the prestige value of Hollywood names; the huge amounts of money collected; and the possibilities for influence in California politics.

Brewer, who will return to the stand tomorrow for further testimony, outlined for the Committee what he termed the Party's "two-wing" effort to take over Hollywood—one movement, through the trade unions, led by Herbert K. Sorrell, and the other, through the talent guilds and front organizations, led by John Howard Lawson. Declaring that Lawson's end had developed "beyond the Party's fondest expectations, to the point where Communist front organizations completely dominated the intellectual life of the community," Brewer said that had the Party been equally successful in the trade union field it would have been within reach of its objective.

"If it had gotten control of the unions," Brewer said, "had they been successful in eliminating the AFL unions, including the IATSE, from the Hollywood scene, they would have merged all the Hollywood unions into one big union through an outfit set up to combat the Motion Picture Alliance — The Council of Hollywood Guilds and Unions. The entrance of IATSE and the defeat of the Conference of Studio Unions caused the Council to decline instead of develop.

"Had they succeeded they would have been able very successfully to dominate film content. The producers who resisted would have been branded as anti-labor; unions would have been used as a whip to force producers to put propaganda into films."

Much of Brewer's testimony was devoted to detailed recitation of Communist activities on the West Coast, in the unions and other groups, and during the jurisdictional disputes, he quoted extensively from both the earlier House Committee hearings and the hearings of the California Un-American Activities Committee.

Earlier, Lloyd Gough had refused on the usual Constitutional grounds to answer all Committee questions, either about himself or about his wife, Karen Morley. Gough had been named as being present at Communist closed-cell meetings; Miss Morley has repeatedly been named as a Communist by witnesses.

The Committee had also recalled Leonardo Bercovici to ask him whether he had told the truth when he had written "no" in answer to a question on an OWI job application as to whether he had ever been a member of any group advocating overthrow of the government. Bercovici, who yesterday said he is not a Communist now but refused to answer questions about his status earlier, declined to answer the Committee's questions again today.

AMG Joins MPIC

HOLLYWOOD, May 17.—The Motion Picture Industry Council last night elected the Artists Managers Guild to membership, the twelfth organization to join the Council. The Council also named a committee on the forthcoming Council of Motion Pictures Organizations Seminar.

Chi. Price War

(Continued from page 1)

a drastic cut in admission prices initiated by the Jackson Park Theatre last Friday.

The Southtown will charge 25 cents for matinees and 50 cents at night, while the Tower drops to 20 cents for matinees and 40 cents in the evening. Children are admitted to both theatres at all times for nine cents.

Al Kvool, zone manager for the Warner circuit which has many theatres on the Southside, said today that old prices will be maintained at Warner houses for the present.

Wald-Krasna Deal

(Continued from page 1)

plications inherent in the transaction, the final contract was signed only yesterday.

Wald and Krasna have proceeded with their production schedule under the interim agreement reached last August. They have already completed their initial film, a comedy starring Farley Granger and Shelley Winters, titled "Behave Yourself!" and are nearing completion of the second film, "The Blue Veil," with a cast headed by Jane Wyman. Four more films are slated to start in June.

New Meadow Assignment

Noel Meadow Associates has been engaged by Fine Arts Films, Inc., to handle a national publicity and promotion campaign for "Tony Draws A Horse," new J. Arthur Rank presentation at the Park Ave. Theatre, New York.



RKO RADIO PICTURES Inc.

REVISED DATES OF TRADE SHOWINGS OF

"HARD, FAST AND BEAUTIFUL"

ALBANY	Fox Scr. Rm. 1052 Broadway	Tues. 5/29	8:00 P.M.
ATLANTA	RKO Scr. Rm. 195 Luckie St. N.W.	Tues. 5/29	2:30 P.M.
BOSTON	RKO Scr. Rm. 122-28 Arlington St.	Tues. 5/29	10:30 A.M.
BUFFALO	Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues. 5/29	2:30 P.M.
CHARLOTTE	Fox Scr. Rm. 308 S. Church St.	Tues. 5/29	2:00 P.M.
CHICAGO	RKO Scr. Rm. 1300 S. Wabash Ave.	Tues. 5/29	2:00 P.M.
CINCINNATI	RKO Scr. Rm. 12 East 6th St.	Tues. 5/29	8:00 P.M.
CLEVELAND	Fox Scr. Rm. 2219 Payne Ave.	Tues. 5/29	2:30 P.M.
DALLAS	Para. Scr. Rm. 412 S. Harwood St.	Tues. 5/29	2:30 P.M.
DENVER	Para. Scr. Rm. 2100 Stout St.	Tues. 5/29	2:00 P.M.
DES MOINES	Fox Scr. Rm. 1300 High St.	Tues. 5/29	1:00 P.M.
DETROIT	Blumenthals Scr. Rm. 2310 Cass Ave.	Tues. 5/29	2:30 P.M.
INDIANAPOLIS	Fox Scr. Rm. 326 N. Illinois St.	Tues. 5/29	1:00 P.M.
KANSAS CITY	Para. Scr. Rm. 1800 Wyandotte St.	Tues. 5/29	2:30 P.M.
MEMPHIS	Fox Scr. Rm. 151 Vance Ave.	Tues. 5/29	2:00 P.M.
MILWAUKEE	Warner Scr. Rm. 212 W. Wisconsin Ave.	Tues. 5/29	2:00 P.M.
MINNEAPOLIS	Fox Scr. Rm. 1015 Currie Ave.	Tues. 5/29	10:30 A.M.
NEW HAVEN	Fox Scr. Rm. 40 Whiting St.	Tues. 5/29	2:00 P.M.
NEW ORLEANS	Fox Scr. Rm. 200 S. Liberty St.	Tues. 5/29	2:30 P.M.
OKLAHOMA	Fox Scr. Rm. 10 North Lee St.	Tues. 5/29	10:30 A.M.
OMAHA	Fox Scr. Rm. 1502 Davenport St.	Tues. 5/29	1:00 P.M.
PHILADELPHIA	RKO Scr. Rm. 250 N. 13th St.	Tues. 5/29	2:30 P.M.
PITTSBURGH	RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues. 5/29	1:30 P.M.
PORTLAND	Star Scr. Rm. 925 N.W. 19th Ave.	Tues. 5/29	2:00 P.M.
ST. LOUIS	RKO Scr. Rm. 3143 Olive St.	Tues. 5/29	11:30 A.M.
SALT LAKE CITY	Fox Scr. Rm. 216 East 1st St. South	Tues. 5/29	1:30 P.M.
SEATTLE	Jewel Box Scr. Rm. 2318 2nd Ave.	Tues. 5/29	2:00 P.M.
SIOUX FALLS	Hollyw'd Thea. 212 N. Philips Ave.	Tues. 5/29	10:00 A.M.
WASHINGTON	Film Center Scr. Rm. 932 New Jersey Ave.	Tues. 5/29	2:30 P.M.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 98 NEW YORK, U. S. A., MONDAY, MAY 21, 1951 TEN CENTS

TV Demand For Old Films Held 'Scant'

Lippert Says N. Y., L. A. Situation Misleads Trade

HOLLYWOOD, May 20.—Television demand for old motion pictures is grossly exaggerated, Robert L. Lippert, president of Lippert Productions, declared here at the weekend on return from a tour of the nation's television cities.

He said the returns from that source for producers are scant for the present.

The first producer to sign a contract with the American Federation of Musicians, Lippert said the film trade has been misled into thinking programming requirements prevalent in New York City and Los Angeles are typical. Stations in

(*Continued on page 6*)

MGM Studies Gulf Pleas

NEW ORLEANS, May 20. — Rudy Berger, M-G-M's Southern sales manager, is due to arrive here tomorrow in answer to exhibitor pleas for assistance issued by the Allied Theatre Owners of the Gulf States.

According to the Allied unit, this is the first recognition by a major film company of Allied's pleas for aid for exhibitor members.

All Gulf States members have been

(*Continued on page 3*)

Trade, Gov't Meet On UK Tax Plans

London, May 20.—First of a series of meetings between representatives of the four film trade associations on the one hand, and representatives of the Treasury, Board of Trade and Customs Office, on the other, was held on Friday to discuss various proposals concerning the higher entertainment tax provisions called for in the Treasury's new Budget.

Characterizing the talks as "confidential," the Treasury said they will continue.

Johnston Says He'll Be Back in Industry By Year's End; Decision Expected June

Eric Johnston, Economic Stabilization administrator, told newsmen in Boston last week that he would be back in the industry before the end of the year.

Johnston is on a leave of absence from his post as president of the Motion Picture Association of America. Indications that he is not unwilling to relinquish his government assignment were given by Johnston to a Congressional group last week in Washington. Johnston said if his directives were disliked, complaints should be taken to the President and he wouldn't mind being fired.

In New York on Friday, Johnston could not be reached for elaboration of his Boston statement. Industry officials, however, said they understood Johnston expected to be able to make a decision about June 30 on remaining in or leaving his government post.

Phonevision Gross $6,750, Zenith Says

CHICAGO, May 20. — Three months of day and night film exhibitions on Phonevision for the 300 Chicago test families had a total gross of only $6,750, Zenith Radio, sponsor of Phonevision, revealed in releasing what it described as a "preliminary analysis" of the New Year's-to-March 31 test.

Local exhibitors pointed out a 300-seat theatre would go broke if it didn't gross that much in one month, even with old pictures.

The average expenditure was $1.73 per family weekly, Zenith said. First month of the test, Zenith reported, the average Phonevision subscriber saw 2.1 films weekly; in February, 1.5, and in March 1.6. The test was preceded by and accompanied with intense publicity not only in this area but nationally.

E. F. McDonald, Jr., Zenith president, issued a lengthy statement endeavoring to translate the preliminary analysis into gross figures for a hypo-

(*Continued on page 3*)

ICC Most Effective 'Red' Front: Brewer

WASHINGTON, May 20. — IATSE international representative Roy Brewer concluded his testimony before the House Un-American Activities Committee on Friday, declaring that the Hollywood Independent Citizens Committee for the Arts and Sciences was developed into "by far the most effective Communist front organization every developed in this country," collecting thousands of dollars for the Party "and some very important people."

Academy Award winner Jose Ferrer, writer Budd Schulberg and "possibly two others" will be this week's witnesses before the committee. Fer-

(*Continued on page 6*)

Preview Group Aids 'Co-op' Promotions

A clearing house for the exchange of ideas for promoting films through exhibitor-community cooperation will be inaugurated by the National Preview Committee, affiliated with the Motion Picture Association of America, in its semi-monthly publication, *The Green Sheet*.

A new department, known as "The Mail Box," will report specific instances where townspeople have worked with exhibitors to increase attendance. Suggestions for stimulating such activities will be sought from exhibitors and a similar request will go to the more than 20,000 schools, colleges, libraries, churches and club groups that receive the publication, according to Marjorie G. Dawson, MPAA's associate director of community relations.

The preview groups whose joint appraisals and ratings of current and forthcoming films appear in the publication represent 14 leading national organizations.

Brazil Remits 100% To U. S. Companies

American distributors are getting from Brazil their full earnings there notwithstanding the existence of a remittances quota, it was pointed out here on Friday by Al Daff, Universal-International's worldwide sales chief. Daff made this disclosure during a general press interview with Mike Bergher, who has been promoted from Brazil general manager to New York representative in Japan and nearby Far Eastern areas. Bergher, who has been replaced in Brazil by Rudy Gottschalk, will leave here for Tokyo in about a month.

Daff explained the Brazilian remittance situation as follows: Each U.S.

(*Continued on page 3*)

Will Present 20th Decree Next Monday

Justice Meets Loew's To Speed Last Decree

WASHINGTON, May 20. — The proposed 20th Century-Fox consent decree will be presented to the New York Statutory Court on May 28, Justice Department officials declared. The present deadline is Thursday.

While refusing to say that the Department and 20th-Fox have agreed on all details of the proposed decree, a Justice spokesman did point out that "apparently we're far enough along to set a date to go into court, and that date is only a week off."

Major terms of the decree have already been revealed by 20th-Fox counsel Otto Koegel during the company's

(*Continued on page 6*)

Chicago Price War Spreads

CHICAGO, May 20. — Price-cutting spread to another Southside theatre on Friday when the independently owned Kim Theatre dropped its scale to 14 cents for matinees, 25 cents for evenings and five cents for children at all times.

Other exhibitors in the neighborhood were studying the effect of the price cuts over the weekend, but it was feared that a price war may be

(*Continued on page 6*)

St. Louis TOA Unit Approves COMPO

The Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois has voted to join the Council of Motion Picture Organizations, according to word received here by COMPO from Tom Edward, president of the St. Louis TOA unit. Support of the all-industry agency was unanimously voted by the unit's board of directors, Edward said.

This makes the 13th of TOA's 29 regional units to endorse COMPO.

Personal Mention

J. ARTHUR RANK is due to arrive here from England on the *S.S. Queen Elizabeth* tomorrow and is scheduled to return to England May 30 after visits to Chicago, Philadelphia and Toronto. JOHN DAVIS, Rank's managing director, is scheduled to arrive here by plane tomorrow.

•

ALFRED E. DAFF, Universal-International's world-wide sales chief, is due to leave here July 20 for a six-week tour that will take him to London, Paris, Singapore, Egypt and Australia.

•

HERMAN SILVER of Columbia's press-book department and MRS. SILVER announce the birth of a second child, a daughter, DOROTHY, born last week at Women's Hospital, N. Y.

•

FRANK WHITBECK, M-G-M studio advertising manager, arrived here from the Coast yesterday and starting next week will visit 12 cities contacting exhibitors and exchange personnel.

•

MAURICE N. WOLF, field assistant to M-G-M's director of exhibitor relations H. M. RICHEY, is scheduled to address the Kiwanis Club at Stanton, Va., today.

•

HILLER INNES, executive assistant to Paramount's Eastern production head RUSSELL HOLMAN, is due to leave here today for Cleveland and Columbus.

•

NATE J. BLUMBERG, Universal president, and LEON GOLDBERG, treasurer, are expected back here from the Coast today.

•

WILLIAM W. SPENCER, M-G-M studio executive, is scheduled to arrive here from the Coast on May 30 for a week's visit.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, left Atlanta for Charlotte over the weekend.

•

DOROTHY ALTMANN of MOTION PICTURE DAILY will be married on Saturday to SALVATORE MOSCATO.

•

JOSEPH WALSH, in charge of branch operations for Paramount, left here over the weekend for Atlanta.

Sylvan Simon, 41 Columbia Producer

HOLLYWOOD, May 20. — S. Sylvan Simon, 41, producer of "Born Yesterday" and many other films, died here last Thursday night.

His widow, a son and daughter survive.

The Chicago born director-producer was appointed an executive producer at Columbia in 1949 following employment with M-G-M and Warner Brothers. His picture credits include "Salute to the Marines," "Whistling in Brooklyn," and "Song of the Open Road."

Tradewise . . .

By SHERWIN KANE

CURRENT bulletins of regional exhibitor organizations circulated to their membership are, almost without exception, preoccupied with charges that distributors are endeavoring to maintain or increase film rentals and playing terms while theatre attendance continues in a slump.

The bulletins contend that rentals should be lowered and playing terms eased and, to clinch their argument that distributors can afford to do it, the bulletins cite the profits of some companies recently reported in financial statements for 1950.

In basing their argument on 1950 financial reports, the exhibitor organization bulletins do not make clear to their readers that those reports covered a period beginning 17 months ago and ended five months ago. The bulletins do not break down reports of such still integrated companies as Warners, 20th Century-Fox and Loew's to show that theatre operations contributed a large or the major portion of the 1950 consolidated profit.

Nor do the bulletins bother to mention that in the case of divorced Paramount the profits of the new theatre company ran well ahead of the new picture company last year, and the recent report of RKO revealed that on a *pro forma* basis last year, the picture company was deeply in the red, whereas the theatre company had a substantial profit. The same trend appears in the first quarter statements of the two independent companies this year.

•

It cannot be denied that theatre profits are down. But distribution profits are down, too. Those exhibitors who point to profitable results as they leaf through the financial reports of distribution companies, citing them as evidence of "gouging" of exhibitors, for the most part head privately owned companies whose books are not open to a similar inspection. If their own audited accounts were made public for proportionate comparison with distributors' their arguments could be accurately appraised. But not otherwise.

Instead of adding to industry dissension in these seriously disturbed times with charges that one branch of the industry is fattening at the expense of another, exhibitor organizations and their leaders should be reminding fellow exhibitors that any decline in theatre attendance is as much a concern of production and distribution as it is of exhibition. There should be encouragement for exhibitors in the ability of production and distribution to continue to operate profitably, for only by so doing is there any assurance for the exhibitor of a continuity of good product.

It cannot be emphasized too much nor repeated too often that the several branches of the industry are wholly dependent on each other. There cannot be prosperity for one and disaster for another. One example of distributor awareness of that was given by M-G-M recently in directions to its field force to extend every aid of which the company is capable to really distressed theatres.

Unity is the message which, in good times and bad, exhibitor organizations should give to their members and which distributors, no less than exhibitors, should back up with deeds.

• •

Allied States' position, taken at its board of directors' meeting in Kansas City, that it wants modification of competitive bidding practices by distributors as the price for its participation in a new industry arbitration system appears to be a fair one.

It is to be assumed from manifestations of distributor interest in a reactivation of industry arbitration that the matter is as important to it as is a restriction of competitive bidding to Allied. There is an apparent area therein for good-tempered bargaining.

An acceptable solution for both sides might be found in a definition of competitive bidding practice mutually agreeable to distributors and exhibitors, with inclusion in new rules of arbitration of provisions for the submission to arbitrators of all complaints of violations of the competitive bidding rules.

Fire Destroys Ritz

ALEXANDRIA, La., May 20. — The biggest fire here in five years destroyed the Ritz Theatre with a loss of between $150,000 and $200,000. A fireman was fatally trapped when the theatre walls collapsed.

20th to Reissue 'Buffalo'

"Buffalo Bill" has been added to the six past 20th Century-Fox Technicolor Westerns which are being re-released by the company. It will go to theatres late in June, like the others.

Newsreel Parade

PARAMOUNT devotes all of its footage to a tribute to the Armed Forces. Other items in other reels are reports from Korea, a triplets convention, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 41—Coal ship rams vessel. Helicopter saves injured seaman. Gen. Marshall hailed by Alma Mater. Cite British heroes in Korea. Triplets convention. Atomic Energy report. Golf tournament. Jeep race.

NEWS OF THE DAY, No. 275—Films from Korean warfront. Gen. Marshall honored by Alma Mater. Israel's third Independence Day. Triplets convention in Palisades Park. Archery tournament. Swimming lessons for wounded "G. I.'s".

PARAMOUNT NEWS, No. 78—Entire footage is devoted to a salute to the Army, Navy, Air Force and Marine Corps as "Defenders of Freedom," a record of service of the Armed Forces on land, sea and air.

TELENEWS DIGEST, No. 20-B—Report on Panama. The Krupp Works today. U. S. troops in Iceland. Hong Kong prepares. New flight record. Dr. Paul Nagai dies. Atom exhibit. Armed Services torture test. Motorcycle thriller.

UNIVERSAL NEWS, No. 457 — British honor King Frederick of Denmark. Medical research laboratory in Michigan. Gen. Marshall honored at Alma Mater. Army trucks overhauled. Triplets convention. Jumping jeeps. Timber topping.

WARNER PATHE NEWS, No. 80—Gen. Bradley on stand at Senate probe. Gen. Marshall honored by Alma Mater. Alaska defense maneuvers. Haile Selassie sends troops to aid in Korea. Summer fashions in wool. Ask support of New York's P.A.L.

ATOI Annual Meet On—If It Rains

FRENCH LICK, Ind., May 20.—The annual convention of the Associated Theatre Owners of Indiana will open here tomorrow with a busy agenda of social events, strictly in accord with tradition.

A single business session has been scheduled for Tuesday evening based on weather forecasts of inclement weather then. Scheduled for informal talk are: Maurice Bergman, assistant to the president of Universal Pictures; Robert Coyne, special counsel of the Council of Motion Picture Organizations; H. M. Richey of Loew's and Leon Bamberger of RKO Pictures. Trueman Rembusch, president of ATOI and of Allied States, will preside.

Rosenblatt, Conley In New RKO Posts

Maxwell M. Rosenblatt, manager of RKO Pictures' branch in Des Moines, has been transferred to head the company's office in Omaha, Robert Mochrie, sales vice-president, reported here at the weekend. Also, Donald H. Conley, salesman in Minneapolis, has been made manager in Des Moines.

Rosenblatt replaces Jack Renfro, who resigned to go into business for himself.

Sell Oriental Building

CHICAGO, May 20.—The 22-story Oriental Theatre building has been sold by Doubleday Co. to the Walco Building Corp.

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Johnston Attends MPA Board Meet

Eric Johnston, Economic Stabilization Administrator, and president of the Motion Picture Association of America on leave of absence, attended a meeting of the MPAA board here on Friday. His appearance at MPAA meetings has been infrequent since he assumed the government post last winter.

The meeting was described as "routine," with MPAA internal business and financial matters up for consideration.

New Lighting, Color For DeMille Film

WASHINGTON, May 20.—Producer-director Cecil B. DeMille predicted here that film lighting and color film shooting will be revolutionized as a result of new lights and film developed for "The Greatest Show on Earth," the film he is now making about the circus.

The new color and lighting will be made available to the industry generally as soon as the circus feature is finished, DeMille promised.

He and a group of actors and crew were here for location shooting during actual performances of the Ringling circus here.

DeMille said he and Westinghouse and General Electric worked a year and spent over $100,000 to develop a new incandescent "cold light" controllable from the ground even when hung high in the air. The weight of the new lamp is about 12 pounds, compared to present 150 pound lamps. The fact that much of the heat will be eliminated will make it easier to work under, and will be especially important in connection with color filming, he said.

DeMille Host At Circus Shooting

Cecil B. DeMille and Paramount will be host to trade press representatives at the Ringling Bros.-Barnum and Bailey circus in Philadelphia tomorrow night, where DeMille is doing location shooting for his forthcoming $4,000,000 Paramount release, "The Greatest Show on Earth."

The press representatives will leave New York tomorrow afternoon for Philadelphia, have dinner with DeMille, watch the camera work and the circus performance and return to New York afterward.

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Reviews

"Night Into Morning"

(Metro-Goldwyn-Mayer)

THE despair of a man whose wife and child are killed in an explosion that wrecks his home and the valiant attempts of his friends to guide him back into the paths of life form the narrative base of this Edwin H. Knopf production. It will appeal to audiences with a taste for pathos and should be a natural for those numerous persons who are interested in the vicarious experience of personal tragedy. Fletcher Markle's direction of the story written by Karl Tunberg and Leonard Spigelgass, keeps the characterizations, locale and settings well within the environment of the average family, which will heighten the audience's feeling of personal identification. The cast names, headed by Ray Milland, John Hodiak and Nancy Davis, will stand out on the marquee.

Milland is an associate professor at a West Coast college, happy with his work, in love with his wife, Rosemary de Camp, proud of his young son, John Jeffery, and surrounded by loyal friends on the campus. One morning, while Milland is lecturing, a defective furnace in his house explodes, snuffing out the lives of his wife and son. At first, Milland appears to stand up under the tragedy, though the audience knows he contemplates suicide, but later he begins to drink. He repels the solicitude of his friends, but Miss Davis, a colleague who has lived through a similar tragedy, insists on watching over him. Hodiak, also a campus instructor and engaged to Miss Davis, is sympathetic to Milland but grows distrustful of his sweetheart's interest. He wonders if under her solicitude lies a subconscious love for the bereaved man.

Milland, who now lives alone in a hotel, continues to drink and refuses the aid and solace of his friends. One day he has an automobile accident which endangers the life of a student and, instead of taking the leave of absence offered by the department head, Lewis Stone, he tries to resign. He tells Miss Davis and Hodiak that he is going away. Miss Davis divines that he plans suicide, follows him at the risk of breaking with Hodiak, and persuades him to live in order to keep bright the memory of his wife and child. Milland experiences the catharsis of open grief and is able to look forward to living again.

The story outline is filled in with effective bits of campus and family life, in which Dawn Addams, Jonathan Cott, Celia Lovsky, Gordon Gebert, Otto Waldis and John Maxwell appear. Others in the cast are Jean Hagen, as the girl across the hall in Milland's hotel, Harry Antrim, Katherine Warren and Herb Vigran.

Running time, 86 minutes. General audience classification. For June release.

VAUGHAN O'BRIEN

"The Emperor's Nightingale"

(Rembrandt Films)

THE beloved fairy tale of Hans Christian Andersen has been made into a delightful film for the entire family. The Czech-made picture was produced and directed by Jiri Trenka, is acted entirely by puppets and is in Nu-Agfa color. William L. Snyder is presenting the picture here through Rembrandt Films. The English version is endowed with a perceptive narration by Phyllis McGinley which Boris Karloff delivers in soothing nursery tones. An added dividend is the music of the Philharmonic Symphony Orchestra under Oktar Parik.

Presented as the dream of a poor little rich boy who has everything in the world but the freedom to wander outside his great home and play with real friends, the sequences that bracket the Andersen story are presented by live actors, but there is no dialogue in the film, only Karloff's narration.

Andersen's fairy story about the Chinese emperor who tires of his restricted life and his artificial pleasures is a simple one. The emperor, for the first time in his life, discovers pleasure in a natural, living thing—a nightingale. He soon tires of it, however, and turns his attention to a richly jeweled mechanical nightingale that sings the same song over and over. When the real nightingale flies away, the emperor suddenly misses it, realizing that it brought joy into his life. He is dying of a broken heart when the nightingale returns. The emperor's life is saved, and he learns that his life and pleasures have been superficial. He breaks away from the routine imposed by court life to live a new life. The boy, awaking from his dream, learns a lesson from the tale.

Running time, 70 minutes. General audience classification. For September release.

Brazil Remits

(Continued from page 1)

company gets a monthly quota of remittances based on past earnings records. Under the 1947 agreement, the distributors have the right to make appeals to the Bank of Brazil for the unremitted surplus, and the bank has consistently released the surplus.

Bergher said Brazil imports between 350 and 400 pictures annually, some 300 of these being American. He reported also that there were 32 applications for new theatres in Sao Paulo, Brazil, alone which were approved last January.

M-G-M Studies Pleas

(Continued from page 1)

asked to compile details of all distress conditions, such as unfair rentals and favoritism and appear personally at the ATO office here tomorrow.

New Film for UA

United Artists has completed negotiations for the release of a new film, to be made this summer in Mexico by Benedict Bogeaus, titled "Learn to Love," with Dennis O'Keefe and Evelyn Keyes co-starred.

NEWS in Brief . . .

HOLLYWOOD, May 20.—Motion Picture Center Studios president Joseph Justman announced the immediate conversion of one-half of that rental studio's space, facilities and manpower to television-film production purposes.

A new corporation called Motion Picture Television Center will handle the project with William Norins, executive vice-president of Emerson Film Corp., as president, William Stephens, veteran producer-director, as vice-president in charge of production.

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Buffalo, May 20.—The decision of John P. Rollek, Buffalo license director to revoke the theatre license of Old Vienna on the ground that the theatre permitted bingo has been upheld unanimously by the Appellate Division of the Supreme Court in Rochester.

•

WASHINGTON, May 20.—Local theatre owners at a meeting here pledged full support of the civil defense effort. A. Julian Brylawski, head of the Theatre Owners of Metropolitan Washington, said the exhibitors had promised to use their screens to disseminate information, lend their theatres in off-hours for meetings and cooperate in any other way necessary with civil defense authorities.

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Hollywood, May 20.—Samuel Goldwyn has been named chairman of the Hollywood Bowl celebration for the May 24 appearance of David Ben-Gurion. The appointment was made by Charles Brown and Oscar S. Pattiz, joint chairmen of the Los Angeles committee for bonds of the Israel Government.

•

HOLLYWOOD, May 20.—Here to canvass facilities for production of the State Department's "Truth-Campaign Films," Jay Dresser, William Barry and James B. Faichney told a special meeting of the Motion Picture Industry Council that a large proportion of the government's film schedule probably will be filmed in Hollywood.

•

HOLLYWOOD, May 20.—Ted Gamble, head of Gamble Enterprises, Inc. and Charles P. Skouras, president of National Theatres, were the principal industry speakers Friday night at the annual dinner of Allied Post 302, American Legion, attended by eight hundred persons at the Ambassador Hotel. Skouras co-sponsored the event for the tenth consecutive year.

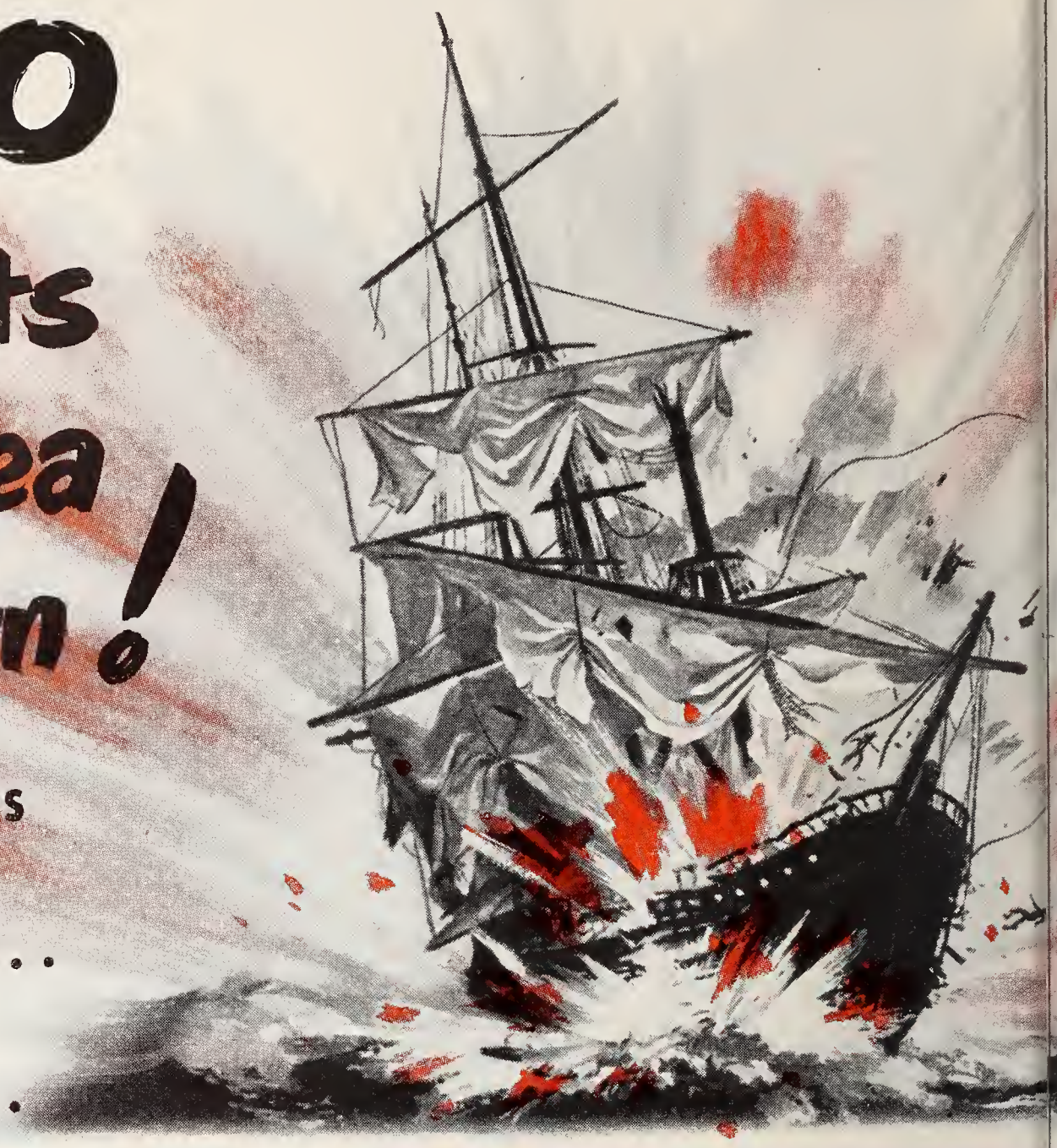
Phonevision Gross

(Continued from page 1)

thetical number of TV sets predicted for "a few years" hence, without regard for the current stagnated sales of TV. The final and official study of the test is being made by the National Opinion Research Center of the University of Chicago, and is not nearly complete. When it is, Zenith is scheduled to ask the Federal Communications Commission for authorization to operate Phonevision on a commercial basis.

CARGO

that blasts the sea wide open!



Savage passions
aflame in the
North Atlantic...
unleashed
by treachery...
hate...
violence!



DANA ANDREWS
CARLA BALENDA
CLAUDE RAINS

SEALED

R K O
RADIO
PICTURES

Screenpl

BOOKED FOR BROADWAY RUN AT THE BIG PARAMOUNT THEATRE!!!



A beautiful woman learns what it means to be held captive!

Based on the Saturday Evening Post story "THE GAUNT WOMAN"

CARGO

with

PHILIP DORN

Produced by WARREN DUFF • Directed by ALFRED WERKER

DALE VAN EVERY · OLIVER H. P. GARRETT · ROY HUGGINS

YOUR TOWN COVERED BY NATIONAL ADS

in Life, Look, Sat. Eve. Post, Collier's and the American Weekly Sunday Newspaper Supplement in 22 major cities!

Ticket Tax Cut Rejected

WASHINGTON, May 20.—The House Ways and Means Committee has turned down a motion to exempt film admissions from the 20 per cent admission tax. The action was taken behind closed doors. The proposal was made to keep the record straight on the industry's need for tax relief. There was no record vote on the motion, which was turned down, according to members, "on a one-sided voice vote."

The matter came up during Committee action on a proposal to exempt from the tax admissions to events of non-profit religious, educational and charitable institutions. After this was adopted, Rep. O'Brian (D., Ill.) moved to also exempt admissions to theatres. He stressed the fact that an expected business upturn had not materialized and that the industry needed relief. However, the Committee felt its main idea at present is to raise revenue, and not to lose it.

'Red' Probe

(Continued from page 1)

rer will take the stand Tuesday and Schulberg Wednesday.

Committee chairman Wood, revealed that the testimony given by actor John Garfield before the committee on April 23 had been turned over to the Justice Department for "investigation and examination." Committee member Velde said the idea was to see whether Garfield had perjured himself in his committee testimony.

Review

"Inside the Walls of Folsom Prison"

(Warner Brothers)

WARNER BROTHER'S latest prison drama goes behind the doors of California's Folsom State Prison to give a grim account of conditions as they existed prior to reforms instituted in 1944. The picture is a hard-hitting, muscular drama that holds consistent interest even though similar dramas have been seen on the screen before. The story is presented in semi-documentary vein and is designed for popular appeal all the way.

The picture recounts the cruelties of warden Ted de Corsia in treating prisoners. When an attempt to make a jail break is discovered, the warden even tightens the already horrible conditions. In time, David Brian, an enlightened penologist arrives at the prison to become captain of the guard. Brian slowly institutes a series of reforms but the opposition between him and the warden steadily mounts until finally the latter is relieved of duty.

In the meantime, resentment against the warden reaches a fever pitch. A new escape is planned, under the leadership of Steve Cochran. The picture reaches its climax as the prisoners, armed with guns and dynamite, set up a siege in the cell block. Before the riot is subdued by the militia a minor war takes place with several lives sacrificed, including the warden's. However, it leads the way to intelligent prison reforms.

Dorothy Hart is the sole woman in the cast, as the wife of a prisoner who is killed by inmates for informing. Bryan Foy produced. Crane Wilbur directed and wrote the screenplay.

Running time, 87 minutes. General audience classification. Release date, June 16.

MANDEL HERBSTMAN

Chicago Price War

(Continued from page 1)

starting and that it may involve other sections of Chicago.

The Kim is a block from Balaban and Katz's Southtown, which on Friday slashed its ticket prices to 25 cents for matinees and 50 cents for evening admissions.

Another B. and K. Southside house, the Tower, also dropped its rates Friday, to 20 cents for matinees.

Ansell Blames TV For St. Louis Drop

ST. LOUIS, May 20.—St. Louis exhibitors are in "tough shape" and some may be forced to close, Louis K. Ansell, chairman of the board of the MPTO of St. Louis, Eastern Missouri and Southern Illinois, said here. He put the blame on television.

"Not so," said Edward B. Arthur, general manager of Fanchon and Marco-St. Louis Amusement Co. who blamed current business conditions.

UA Sues 5, Charging Reissues Went to TV

United Artists filed suit in U. S. District Court here on Friday against five individuals and companies which are charged with having released unauthorizedly to television 25 films turned over to them for reissue. Complaint asks for an injunction and damages based on an accounting of profits.

Named as defendants were: Jacques Grinieff, Paul Broder, Herman Greenfield, Magnus Films and Masterpiece Productions. The pictures in question include 11 produced by Walter Wanger, six carrying the UA Productions label and eight United Artists Corp. Helmet.'"

Lippert Says

(Continued from page 1)

other television cities, he continued, actually have virtually no need for old theatrical films.

Lippert said he will relax the recently implemented policy entailing the rescoring of old films for release to television, and will redouble his efforts to turn out what he termed "high-yielding exploitation films like 'Steel Helmet.'"

20th Decree

(Continued from page 1)

stockholders meeting Tuesday. Details are still unknown, however, and Justice officials would not discuss these.

Meanwhile, the anti-trust lawyers met Friday with officials of Loew's.

"SOCKING, SHOCKING MELODRAMA!"—says M. P. Daily

That's Paramount's New Boxoffice CHAMPION... KIRK DOUGLAS in ACE IN THE HOLE



SEE FOR YOURSELF!

JUNE 12TH and 13TH

IN EVERY EXCHANGE CITY!

LOOK FORWARD GO FORWARD WITH WARNER BROS.

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 99 NEW YORK, U. S. A., TUESDAY, MAY 22, 1951 TEN CENTS

House Group Votes to End Raw Film Tax

Committee Also Favors Exemption for Cameras

WASHINGTON, May 21. — The House Ways and Means committee today, reconsidering an earlier action, voted to exempt cameras and film used in Hollywood studios and other film industry businesses from the Federal excise taxes on photographic apparatus and film.

This change, which includes raw stock, means substantial tax relief for the industry.

Last week the committee voted to cut from 25 per cent to 20 per cent the tax on apparatus but to boost from 15 per cent to 20 per cent the tax on film. At that time, some consideration was given to exempting from the tax apparatus and film which could be characterized as "business cost" items, but the committee decided not to vote such an exemption. Yesterday, it re-

(*Continued on page 6*)

RKO Offices to Pick Foreign Films For U.S. Market

LONDON, May 21.—Inaugurating a policy of bidding for the outstanding product of any country, RKO Pictures will establish liaison departments in all important world capitals between local producers and the RKO home office, Phil Reisman, vice-president in charge of foreign distribution, said here.

The new departments will keep New York informed of all likely production projects, even in script stage. The company has recently acquired

(*Continued on page 2*)

Industry and US to Talk Conservation

WASHINGTON, May 21.—A meeting of officials of half a dozen industry organizations will be held here on Wednesday with National Production Authority film chief Nathan D. Golden to discuss means of conserving scarce items and materials.

Golden said the idea would be to study "elimination and substitution and things like that." He stated that to the best of his knowledge, raw stock conservation would not come up

(*Continued on page 4*)

NCA Is Seen Heading for a More Conciliatory Distributor Attitude

Minneapolis, May 21—For the first time in many years, North Central Allied is expected under its new regime to completely reverse its policy, abandoning its "get-tough" attitude and, instead, adopt a more conciliatory stand in its relationship with distributors.

"The whole situation concerning exhibitor-distributor relations" is now under consideration, Ted Mann, newly elected president of NCA stated. Asked if he intended to continue the militant attitude of his NCA predecessor, Ben Berger, Mann said discussions are now under way with board members which "might possibly" bring about a complete switch from wild swinging attacks to a policy of conciliation and negotiation of trade practice disputes with distributors. Mann said a new plan of NCA activities and policies would be ready for announcement soon.

COMPO Seminar on Coast Expected To Be Postponed

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, is expected to announce within a few days arrangements for postponing the COMPO seminar on production problems which was scheduled for June 11-12 in Hollywood.

First definite indication that there would be a postponement of the seminar came yesterday. Mayer's announcement, it was said, will point out that there would not be enough time left between the present and mid-June to complete general preparations for the round-table conference.

A postponement of "several weeks" was foreseen. The COMPO board no doubt will meet in New York a few weeks prior to the new seminar date, it was said. Another board meeting would be held following the seminar for the purpose of acting on proposals and resolutions approved by the seminar delegates.

When the date for a semiar was first announced on April 23, it was intended to hold a COMPO board

(*Continued on page 6*)

Services Today for P. J. (Pete) Wood

COLUMBUS, O., May 21.—Services will be held here at two P.M. tomorrow at Schoedinger's State Street Chapel for Philip J. (Pete) Wood, who died suddenly on Saturday night.



Philip J. Wood

Wood, longtime secretary of the Independent Theatre Owners of Ohio and a director of national Allied, came to the Ohio association about 30 years ago after breaking all records selling Liberty Bonds in the Pittsburgh area

(*Continued on page 6*)

Para. Sets 16 Films For 1951 Shooting

Sixteen pictures have been announced for Paramount's production schedule for the balance of 1951. More than half will be in Technicolor.

The pictures are: "Shane" (Technicolor), starring Alan Ladd, William Holden and Jean Arthur; George Stevens, producer-director. "Famous," starring Bing Crosby; Pat Duggan, producer. "Somebody Loves Me" (Technicolor), starring Betty Hutton and Ralph Meeker; William Perlberg and George Seaton, producers; Irving Brecher, director-writer. "Son

(*Continued on page 6*)

Australia Increases U. S. Remittances

The Australian government has agreed to boost substantially the amount of current earnings that U.S. film companies can remit, and also to permit substantial transfers on present blocked balances.

For the last three years, U.S. companies have been able to remit only 50 per cent as much as they remitted in 1946. Under a new agreement worked out largely under substantial industrial pressure, U.S. companies will be able this year to transfer 75 per cent as much as their 1946 remit-

(*Continued on page 4*)

Technicolor's Output Limit Has Been Hit

See No Expansion Over 70 Features Per Year

Technicolor's studios are operating at present at maximum capacity and the film industry must not expect an increase in the output of features in Technicolor in the foreseeable future, it was brought out yesterday at the annual meeting here of Technicolor, Inc., stockholders. In recent months, exhibitor organizations have increasingly urged that more pictures be made in color to counteract the business decline.

Emphasis that Technicolor has expanded its production facilities to the limit and that there appears to be no likelihood of immediate further expansion was made by George F. Lewis, Technicolor vice-president, general counsel and secretary, who presided at the meeting in the absence of Herbert T. Kalmus, president, now

(*Continued on page 4*)

NEWS FLASHES

Salt Lake City, May 21. --A theatre service organization of 36 independents throughout the Intermountain area has been completed and is now in operation, known as Westates, Inc. The following are officers: J. A. English, president; Charles L. Walker, vice-president and general manager; Clyde A. Blasius, secretary-treasurer, and A. C. Knox, Carl Anderson and Sam Gillette, directors.

•

Piedmont, Mo., May 21. --A series of six regional independent exhibitor meetings and film clinics have been set for June by Mid-Central Allied, to be held in Missouri and Illinois, the first such film clinics in this area.

$150,000 in Second Week for 'Caruso' Tops B'way Runs

A continuing smash run of "The Great Caruso" at Radio City Music Hall here again highlights a rather drab week at Broadway's first-run theatres. Drizzling rains over the weekend served to strengthen business at most houses on Saturday and Sunday but the pickup was needed to compensate for the slow weekdays before.

"Caruso's" exceptional appeal brought the Music Hall a better Saturday and Sunday gross than in its first week and it was continuing to build yesterday. If the pace is maintained the second week's gross is expected to reach $150,000, which is outstanding for a non-holiday run and compares favorably attendance-wise with both Easter and Christmas business at the Hall.

"Divide" Strong

An opener is "Along the Great Divide" at the Strand, where a first week's gross of around $37,000 is estimated; the figure is the best there in recent weeks; a revue, "Parisian Follies," is on stage. At the Paramount, "Appointment with Danger" and Louis Jourdan's band is adding up to $47,000 for its second week—substantial but not exceptional business; "Sealed Cargo" will open there tomorrow.

"Ma and Pa Kettle Back on the Farm" is slow at the Capitol, with a second and final week expected to bring in about $19,000; "Go for Broke" will bow in there on Thursday. "I'd Climb the Highest Mountain," billed with the N. Y. Philharmonic, is drawing a modest $50,000 for its second and final week at the Roxy. "On the Riviera" will open there tomorrow.

"Thing" Still Tops

"The Thing" is still doing top business among straight film policy houses, with the Criterion looking forward to a big $25,000 for the third week. "Apache Drums" is holding up at Loew's State with a comfortable $16,000 estimated for its third week. It will hold.

At the Rivoli, "The Long Dark Hall" is off to around $11,000 for a second week and will be replaced by "Smugglers' Island" tomorrow. "The House on Telegraph Hill" is holding to around $11,000 for a second week at the Holiday which nearly matches its opening round. "Fighting Coast Guard" is bringing the Mayfair $11,000 for a second week and will hold. At the Globe, "Belle Le Grand" is playing a 10-day stand, with the total gross not expected to go far above $10,000. "Inside the Walls of Folsom Prison" will open there on Saturday.

Among the longer runs, "Valentino" is still doing well at the Astor, with $15,000 due for a fifth week. "Born Yesterday" also is racking up a steady and substantial gross, with $14,000 in sight for a 22nd week at the Victoria. "Tales of Hoffman" continues to do near-capacity business in its two-a-day reserved seat run at the Bijou, with $15,000 expected for a seventh week. "Cyrano de Bergerac," also roadshowing at the Golden on a moveover, is holding firm with a gross of $6,500 for the seventh week there.

Off-Broadway, "Kon-Tiki" is maintaining a fine grossing record at the Sutton, with another $11,000 due for its seventh week. Also holding steady is "Teresa" at the Trans Lux 52nd St., with $6,500 expected for a seventh week.

Personal Mention

GAEL SULLIVAN, executive director of Theatre Owners of America, is due in Washington tomorrow from New York.

•

HERBERT STERN of Balaban and Katz Theatres, Chicago, and MRS. STERN are due to arrive here from Europe today aboard the *S. S. Ile De France.*

•

E. K. O'SHEA, Paramount Film Distributing Corp. vice-president, is due to leave here tonight for Detroit, returning Thursday.

•

HERBERT CROOKER of M-G-M's publicity department is visiting Indianapolis, Cleveland, Detroit, Toledo and Pittsburgh.

•

EDWARD LACHMAN, president of Carbons, Inc., is on the Coast from New York.

•

FRED GOLDBERG, Paramount's promotion manager, is scheduled to leave here today for Milwaukee.

•

WILLIAM WYLER, producer-director, has returned to Hollywood from New York.

•

FOSTER M. BLAKE, Universal-International Western sales manager, left here yesterday for Chicago.

•

LINDSLEY PARSONS, producer, has left Hollywood for San Francisco, Portland, Ore., and Seattle.

JAMES A. MULVEY, president of Samuel Goldwyn Productions, has left here for the Coast.

•

ROBERT J. O'DONNELL, Council of Motion Picture Organizations treasurer, who has been conferring in New York with ARTHUR L. MAYER, COMPO executive vice-president, is due to return to Dallas tomorrow.

•

SANFORD ABRAHAMS, assistant to Monogram-Allied Artists national advertising director JOHN C. FLINN, has returned to Hollywood from New York.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, has returned to Atlanta from New York.

•

FRANCES WEIL, Paramount publicist, is scheduled to leave here by plane for Hollywood on Thursday for a vacation.

•

JAMES O'CONNELL, city manager for Evergreen Theatres, moves to Seattle to assume the same position for the company there.

•

FRANK J. DURKEE, owner of the Durkee circuit in Maryland, is a patient at University of Maryland Hospital, Baltimore.

•

JULES LEVEY, producer, is scheduled to leave here for Europe on June 22.

Reisman Sees Aid In Phonevision

London, May 21. — Phonevision might well prove a blessing to the film business, Phil Reisman, RKO Pictures vice-president and foreign manager, said in an interview here.

Television development only demands new distribution methods, he said. The public still wants entertainment and motion picture producers can supply it. A nationwide dissemination of a quality picture at a dollar a time was not to be despised, Reisman suggested.

RKO to Pick

(*Continued from page* 1)

for American distribution "Happy Go Lovely" and "Lilli Marlene."

Reisman believes that distribution in the Americas of worthwhile foreign product will be a healthy stimulant to Hollywood. The success of the British-made "Treasure Island" demonstrated the potentialities of the plan, Reisman said, adding that in his view the time had come for America to adopt a more liberal attitude towards other countries' pictures.

He suggested that the recent turn of business in America reveals the necessity of bringing variety to existing theatre programs and sees great possibilities in the new program. He was impressed by the high quality of dubbing in Italy and France and said RKO may find it advisable to import to America some top foreign technicians who would use American actors in the dubbing process.

Reisman admitted new distribution methods might be required. A dubbed French film, for example, might have trial runs in the "art" theatres followed by regular release if the picture clicked. In such a case, he pointed out, a foreign film which now gets 200 to 300 bookings conceivably could get 3,000 or 4,000.

Another Extension For Loew's Filing

WASHINGTON, May 21. — Another extension in the deadline for Loew's to file a divorcement plan with the New York Statutory Court is believed likely, according to informed sources here.

The present deadline is May 31, and although consent decree talks between Loew's officials and the Justice Department have been stepped up lately, there is still a lot of bargaining to be done. The extension, probably another 30 to 60 days, would be to permit further consent decree negotiations.

'Emperor's Nightingale' Sets Matinee Gross Records

"The Emperor's Nightingale," a Czech film based on the Hans Christian Andersen fairy tale, grossed $1,056 and $1,095, respectively, for Saturday and Sunday matinees at the Trans Lux 60th St., it is reported. Both figures are matinee records for the house, it is said. William L. Snyder is presenting the picture.

Testimonial Album For Barney Balaban

A testimonial album containing autographed photographs from President Truman, President of Israel Chaim Weizmann, Governor Thomas E. Dewey, Senator Herbert H. Lehman, Senator Irving M. Ives and and Mayor Vincent R. Impellitteri will be presented to Barney Balaban, president of Paramount Pictures, on Saturday evening, at the Hotel Commodore, New York, at a testimonial dinner to Balaban.

The album will include, among others, testimonial letters from the United Jewish Appeal, Federation of Jewish Philanthropies, and the Anti-Defamation League, lauding Balaban for his efforts on behalf of these institutions. Purpose of the dinner-dance honoring Balaban for his cultural, philanthropic and patriotic activities is for the benefit of a new building fund of the Westchester Jewish Center. Co-chairmen of the dinner are Leonard H. Goldenson, president of United Paramount Theatres; Harry M. Kalmine, president of Warner Theatres; Harry Brandt, president of Brandt Theatres.

'Caruso' Grosses $22,000 At the State in Cleveland

CLEVELAND, May 21. — "The Great Caruso" grossed $22,000 at Loew's State here, the best gross under a straight film policy since "King Solomon's Mines" last November.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

DANA ANDREWS · CARLA BALENDA
CLAUDE RAINS
SEALED CARGO
with PHILIP DORN • RKO RADIO PICTURE
in person PEGGY LEE
RAY McKINLEY And His Orchestra
LANE BROTHERS
Extra RED BUTTONS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

A TOTAL of 600 especially prepared radio spot announcements were launched over the weekend to herald the arrival of 20th Century-Fox's Technicolor musical, "On the Riviera," opening at the Roxy theatre here tomorrow. This major time-buy, embracing top independent stations covering Greater New York, New Jersey, Connecticut and Westchester, is said to be the largest ever obtained for a single film attraction in this area and uses a series of unique arrangements featuring Danny Kaye in one-minute, 30-second and 20-second versions. Averaging a hundred spots per day, the schedule is geared to cooperate with the numerous disc-jockey tie-ups which have been effected, and have been booked around radio shows that will insure the largest listening audience.

•

A touch of Broadway's oldtime competitive showmanship will be displayed in the impending "battle of the spectaculars" between New York's Victoria and State theatres, facing each other across the street. United Artists' "Fabiola" will open at the Victoria on May 30 with an animated electric sign, featuring "Fabiola" in letters 50 feet high, across an illuminated mural 85 feet wide. Loew's State is flashing a 40-foot panel announcing "Quo Vadis" coming in the fall. Both are multi-million dollar spectacles of ancient Rome, complete with the necessary atmosphere to claim that each is the "the mightiest, the most magnificent, the biggest of them all." It sounds like the timely return of the spirit of P. T. Barnum.

•

United Artists is developing a special pre-selling approach for "The Man From Planet X" by arranging pre-views and extra publicity originating with leading scientists who have specialized in inter-planetary phenomena, according to a statement from Max E. Youngstein, vice-president and director of advertising, publicity and exploitation for the company. The plan will lend authenticity to the science-fiction story of an invasion of the earth by men from another planet, by stirring up scientific discussion of the eventualities of such a thing, which has never actually happened, but is said to be still within the realm of possibility. A large potential audience, interested in fascinating fiction, is said to be willing to think there can be a first time, and thus the possibility should build business at the box-office.

•

A committee of four has been named to judge the forthcoming "Cyrano Oscar Derby" contest beginning July 20, for exhibitors and United Artists branch managers, to capitalize the maximum effect of the unprecedented Academy Award won by Jose Ferrer before the picture entered national release. Two theatre managers who create outstanding showmanship campaigns and two branch managers whose offices turn in the greatest volume of bookings, will be selected to attend the Academy Award celebrations in Hollywood in 1952, on an all-expense tour. Runners-up will share a second prize of $500 in savings bonds.

Review

"The Guy Who Came Back"

(Twentieth Century-Fox)

THE PANGS AND PAINS involved in a football hero's adjustment to the fact that time has taken its toll are dramatized with feeling, sentiment and occasional humor in "The Guy Who Came Back." Paul Douglas portrays the "guy" of the title, who a few years prior to World War II was a sensation on the field. The production is rounded out by a large and competent cast that includes Joan Bennett, as his wife; Linda Darnell, "the other woman"; Don De Fore, an old college friend, and Zero Mostel, a buddy of Douglas' and former heavyweight champ. With its resourceful production treatment and the exploitable cast, the picture should make a satisfactory showing at most box-offices.

As the hero of the story who tumbles into a series of misfortunes, Douglas is a figure who merits understanding but hardly sympathy, for most of his troubles stem from his inability to maturely face the fact that he has gotten older and no longer can contend with the rigors of playing football. At the outbreak of the war he tries to enlist in the Navy but is rejected because of a foot injury. Still bent on playing football he gets spurned by several coaches. In time domestic difficulties arise and he separates from his wife and child. Miss Darnell tries to promote a stage career for him but it hardly goes over.

Things get pretty gloomy and it looks like Miss Bennett is going to marry De Fore even though she still loves Douglas. Douglas finally becomes resigned to the fact that he no longer can play and decides to take a job as a football coach. In a major game against Navy, however, Douglas in a desperate move, is sent out on the field because of a manpower shortage. He makes a sensational showing even as he realizes that he no longer is the man he once was. The result is an important job with the Navy and a happy family reunion.

Julian Blaustein produced and Joseph Newman directed, from a screenplay by Allan Scott, which was based on a *Saturday Evening Post* story by William Fay.

Running time, 91 minutes. General audience classification. For July release.

MANDEL HERBSTMAN

Redbook Magazine for June, out May 25, will have a profile on Janet Leigh written by Lloyd Shearer, entitled "The Three Lives of Janet Leigh." The magazine chooses two "Pictures of the Month": Columbia's "Bullfighter and the Lady" and Metro's "The Great Caruso."

•

A tieup between 20th Century-Fox and the Liggett and Myers Corp. will net free advertising in a group of top national magazines with an estimated total circulation of more than 75,000,000 readers for "The Guy Who Came Back." Full page multi-color ads featuring Paul Douglas, who stars in the picture, will hit newsstands throughout the country, timed for the national release of the film in July.

WALTER BROOKS

Georgia Exhibitors Vote Compo Okay

ATLANTA, May 21. — Exhibitor members of the Theatre Owners of Georgia have voted approval of the Council of Motion Picture Organizations, becoming the 14th of the 29 regional affiliates of the Theatre Owners of America to take such action.

Florida Bids for Film Production

TALLAHASSEE, Fla., May 21. — A state constitutional amendment designed to attract motion picture production to Florida has been introduced in the legislature. It would provide tax relief and tax exemptions for studios.

Answers Critics on U. S. Films Abroad

An answer to the frequently publicized charge that Hollywood films give a distorted picture of American life to screen audiences abroad was carried recently on the Voice of America's "Here Are the Answers" program beamed to Europe, the Middle East and the Far East. Alfred E. Corwin, New York information director for the Motion Picture Association, refuted the charge in an air-wave interview.

Complete transcripts of the broadcast are available on request to the MPAA.

Candy Concessions Escape US Tax

WASHINGTON, May 21.—The House Ways and Means Committee has rejected proposals to put a Federal tax on soft drinks, candy and chewing gum. Such taxes would have raised prices at theatre concession counters and probably would have curtailed sales.

The Committee also turned down Treasury Department proposals for stiff increases in the excise taxes on bowling alleys and pool tables, and instead voted very modest increases. The film industry had hailed these Treasury proposals as an attempt to equalize the competitive situation between these industries and motion pictures.

Two Illinois Bills Relate to Industry

CHICAGO, May 21.—Two measures affecting theatres have been introduced in the Illinois legislature. House Bill No. 1012, would provide that when a picture has been shown previously in the state under another title, theatres running the picture must advertise that the title has been changed.

Another, House Bill No. 1006 would give to county boards the authority to license and regulate drive-in theatres outside city limits. The maximum fee is set at $1,000 per year.



NEWS in Brief . . .

SAN FRANCISCO, May 21.—Reno's annual "Silver Spurs Awards" went to 20th Century-Fox this year with Gregory Peck receiving the award for the best actor in a Western picture; "The Gunfighter" awarded the best Western picture of the year, and "Broken Arrow" voted the best photographed. Director Henry King was on hand to receive "The Gunfighter" award and photographer Ernest Palmer received the spurs for "Broken Arrow."

•

Hollywood May 21.—Arthur Burnham, veteran salesman of foreign language films, has joined the staff of Manhattan Films International as sales manager, it was announced by Robert I. Kronenberg, the firm's president.

•

OTTAWA, May 21.—James A. Cowan, who for 10 years has been press representative of the J. Arthur Rank Organization of Canada, has been loaned to the Canadian Government National Film Board as contact man in Europe for the Board's new "This Freedom" series of short subjects to accent the democratic life in the Dominion. Cowan will be away for most of the present year.

•

LOS ANGELES, May 21.—Studio Painters Local No. 644 has filed a Superior Court suit seeking declaratory relief from the Painters International order suspending Herbert Sorrell from holding union office for five years from March 18 on the ground that its enforcement would make the Local liable for an aggregate $27,000 under its contract with Sorrell as business agent which has three years to run.

•

Boston, May 21.—IATSE Local 479 of Norwalk, Conn., announced tonight that it will picket the new drive-in theatre in Norwalk scheduled to open Thursday night. George Brazil, IATSE agent for the local stated that picketing was ordered because the drive-in will open as a non-union theatre.

•

MONTPELIER, Vt., May 21.—A bill to levy a 10 per cent tax on entertainment admissions was withdrawn from the State House of Representatives at the request of Rep. Orzell of Rutland Town, chairman of the Ways and Means committee.

•

Kansas City, May 21. — Kansas City's film row held a farewell luncheon party today at the Hotel President for Edwin Aaron, Midwest division sales manager for 20th Century-Fox, on his departure for New York to be Southern and Western sales manager. His successor in the Midwest division position is M. A. Levy who was present and who will make his headquarters at Minneapolis where he has been branch manager. The luncheon was attended by approximately 150 members of the industry here.

Australia Increases

(*Continued from page* 1)

tances, or about $5,250,000.

In addition, the companies will be permitted to reduce accumulated balances by quarterly payments at the rate of $700,000 a year.

Reviews

"Pier 23"

(*Lippert*) *Hollywood, May* 21

"PIER 23" marks the first of three pictures which exhibitor-producer-distributor Robert L. Lippert has made in such a manner that each may be cut in the middle when they have exhausted their theatre possibilities and used as they stand for two half-hour telecasts. The picture, therefore, pioneers something different. If audiences accept its two-story format agreeably, it would seem to follow that its design may come into widespread use. If they do not—but that is the question "Pier 23" is to answer. A reviewer witnessing a projection-room screening of "Pier 23" would be reckless indeed if he rushed to a quick prediction that it will or will not prosper in theatres. But it is to be said that a most appropriate bundle of subject material and players have been used for the Lippert try-out of the double-purpose format.

The stories are from the highly successful series of radio melodramas broadcast over ABC out of San Francisco for a couple of years under the title, "Pat Novak, for Hire." It will be remembered that they were especially vivid, violent, first-person accounts of the adventures of an unofficial private-eye, and that their dialogue was sharp and colorful enough to set the pattern for most of the private-eye radio programs which flooded the air waves thereafter. None of their flavor is lost in Lippert's picturizations. And the cast employed for "Pier 23" is on a par with casts employed in most melodramas in the hour-long category, with Huga Beaumont, Edward Brophy, Richard Tarvis and Richard Monahan playing the key characters, which will run through all of the stories, and with comparable talent playing the supporting roles, which are different in each story. William Barke produced and directed, with Jack Leewood as associate producer, performing an especially neat trick in achieving a natural transition from the first story to the second.

In the first of the two stories the principal character, played by Beaumont, becomes involved in a violent chain of events precipitated by crooks who use a feloniously-rigged wrestling match as a means of murder. In the second he undertakes to discourage a convict from escaping from Alcatraz, mistakes another man for the convict, and winds up charged with murder. Both stories are told swiftly, powerfully, and with plenty of action, fast dialogue and a considerable sprinkling of the better kind of humor. Whether audiences will accept the Lippert format with relish only time and test can tell. In view of the long-running implications of the dual-purpose format, a fair and thorough testing clearly is warranted.

Running time, 57 minutes. General audience classification. Release date, May 10.

"Naughty Arlette"

(*J. Arthur Rank-United Artists*)

ONE IS NEVER quite certain whether this British Pinnacle picture, produced by J. Arthur Rank, is designed to be a comedy or a domestic drama, but nonetheless the results are interesting. The British players featured in the production include Mai Zetterling, Hugh Williams and Margot Graham, and they capture the spirit and atmosphere of the exclusive girls' school where the action takes place.

With Eric L'Epine Smith actually producing and Edmond T. Greville directing, "Naughty Arlette" tells the story of a middle aged school master, the only male member on the staff, falling in love with one of the pupils, Miss Zetterling, who plays the part of a spoiled, conceited French girl. Williams, the school master, who has until now led an exemplary domestic life, becomes completely confused and is all but ready to run away with the girl. However, the denouement finds Williams going back to his family after telling his paramour that he will never forget her. And it is significant that although in a practical sense the conflict is satisfactorily resolved, in a moral sense it is not, for Williams only returns to the fold because he seems to have no other choice. "Naughty Arlette" may not be completely satisfying to those who object to errant husbands being treated sympathetically, but it is, all the same, pleasing film fare. Edward Dryhurst and Peggy Barwell wrote the screenplay. The direction is kept at a nice pace with some humorous and serious moments kept at a good balance. Williams is fine as the serious teacher led astray.

Running time, 86 minutes. Adult audience classification.

U.K. Gross Down in Last 1950 Quarter

LONDON, May 21.—Despite a slight increase in theatre admission prices, gross takings during the quarter ended last Dec. 30 declined from the previous quarter's £26,976,000 ($74,932,800), to £24,860,000 ($69,608,000), a Board of Trade report scheduled to be released Wednesday will show. The Board says the decline was probably due to seasonal causes.

The report covers production during the quarter ended March 31, 1950, and shows considerable improvement in activity at first feature studios compared with the previous year, mainly in cheaper films with a labor cost not in excess of £75,000 ($210,000).

Zanuck Asks Aides To Take Pay Cut

HOLLYWOOD, May 21.—Representatives of the Screen Producers Guild and the Artists-Managers Guild joined with Screen Actors, Screen Writers and Screen Directors guilds committees in tonight's meeting called for the purpose of formulating uniform policy with respect to the 20th-Fox proposals that employes receiving more than $500 weekly accept voluntary salary reductions.

Conferees will have before them a statement by Darryl F. Zanuck, 20th-Fox vice-president in charge of production, advocating unanimous compliance with the company plan outlined to stockholders.

12-cent Admission In Phonevision Test

Chicago, May 21.—Local showmen commenting on Zenith Radio's 90-day Phonevision test's preliminary report pointed out that it showed 4.5 average viewers for every film shown, or an average of less than 25 cents per person on the basis of the $1 charge per program. Distributors' share would be about 12 cents.

Technicolor

(*Continued from page* 1)

in Europe on Technicolor business.

Replying to a question put by David Weinstock, New York circuit owner and Technicolor stockholder, Lewis said, "If the industry wants more color overnight they can't get it from Technicolor." John R. Clark, Jr., assistant to Kalmus, who came here from the Coast to attend the meeting for the purpose of answering stockholders' questions, explained that the company is now operating at a 70-picture-yearly peak, and that while further expansion of facilities would not be impossible there are "practical considerations like material shortages" which must be considered. He pointed out that up to the present Technicolor has increased its output of footage yearly.

Weinstock, however, insisted that the output of Technicolor features be increased further "because Technicolor means something at the box-office beyond words." He requested that the Technicolor board give consideration to his request at its next meeting.

Clark revealed, in reply to stockholders' questions, that a private experimental laboratory demonstration of Technicolor's tube for color television will be held next month to determine its future, "if any." Weinstock asked Lewis to report if Technicolor had contracts with Radio Corporation of America, but the meeting chairman declined to comply.

Lewis pointed out that taxes are reducing the company's profit. He reported that the net profit after taxes and other charges for the first quarter ended March 31 was $540,934 compared with $632,984 for the corresponding period of 1950. Taxes, he said, were $976,620 for the 1951 quarter as against $439,702 for the 1950 quarter. The latest quarter earnings are equivalent to 58 cents a share of stock, while the 1950 quarter earnings were equivalent to 69 cents a share.

The stockholders reelected the following to the company's board: Lewis, Eversley Childs, Jr., David S. Shattuck and Murray D. Welch.

Industry, US Talks

(*Continued from page* 1)

at the meeting, with emphasis rather being on such items as generators, copper salvage and similar products.

Among the organizations slated to be represented, according to Golden, are: The Council of Motion picture organizations, Motion Picture Association of America, the Theatre Owners of America, Society of Independent Motion Picture Producers, Allied States Association, Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association.

The Industry's Most-Wanted Most-Often-Used Reference Book

The 1951-52 edition of the Almanac is now in preparation. The thumb-indexing, which met with such wide-spread approval by so many subscribers to the previous edition, will again make it quick and simple to instantly locate any of its most-often-used sections . . . the reliable information you need will be literally *right at your fingertips,* when you are equipped with the latest Almanac.

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Short Subject

"A Day with the F. B. I."

(Rd-Dr—Columbia)

This Technicolor documentary takes its audience to the impressive Department of Justice building in Washington and gives a close-up view of the complex and efficient working of the F. B. I. staff and the network of communications that extends to the field forces. Attention is centered on the Bureau's fingerprint file and its crime detection laboratory. Next is shown the rigorous training of new recruits and then the cameras shift to three hypothetical crimes which afford a demonstration of F. B. I. agents in action. Emphasis is placed on the Federal aid rendered local police forces and the question of subversives, although mentioned, not specifically depicted. Director J. Edgar Hoover appears in a closing scene. Running time, 19 minutes.

COMPO Seminar

(Continued from page 1)

meeting in conjunction with the Coast parley since it was anticipated that COMPO directors would be the seminar delegates.

A large number of suggestions for a seminar agenda have been received at COMPO headquarters from representatives of the various COMPO member organizations.

The largest single contribution of suggestions for an agenda has come from the Motion Picture Industry Council in Hollywood, over the signature of Art Arthur, it was said. Mayer acknowledged that in a loose sense MPIC will be the seminar host, although, as has been pointed out in the past, those from exhibition, production and distribution who will participate in the round-table conference will pay their own travel and hotel expenses.

MPIC has appointed Jesse Lasky, Edmund Hartman and Ronald Reagan as a committee on arrangements for the seminar.

Para. Sets 16

(Continued from page 1)

of Paleface" (Technicolor), starring Bob Hope and Roy Rogers; Robert Welch, producer; Frank Tashlin, director.

Also, "Warbonnet" (Technicolor), starring Charlton Heston and Gloria Grahame; Mel Epstein, producer; George Marshall, director. "The Denver and Rio Grande" (Technicolor); Nat Holt, producer; Byron Haskin, director. "The Lumberjack and the Lady" (Technicolor), Pine-Thomas production. "At Sea With the Navy," starring Dean Martin and Jerry Lewis; Hal Wallis, producer. "Sad Sack," starring Alan Young; Paul Jones, producer. "Hurricane Williams" (Technicolor), Holt, producer. "Military Policeman," starring Bob Hope; Harry Tugend, producer.

Also, "Sapphire Sal" (Technicolor), starring Betty Hutton; Robert Welch, producer. "Roman Holiday," William Wyler, producer, director. "Anything Can Happen," Perlberg-Seaton production; Seaton, director. "Carib Gold," Pine-Thomas production; Edward Ludwig, director. "War of the Worlds" (Technicolor), George Pal production.

Ferrer to Testify

WASHINGTON, May 21.—The House Un-American Activities committee's hearings on Hollywood will resume tomorrow with Academy Award winner Jose Ferrer scheduled as the witness.

Reviews

"Skipalong Rosenbloom"

(Kline-United Artists)

THAT LOVABLE ex-light heavyweight champion, "Slapsie" Maxie Rosenbloom, matches his scattered wits with former heavyweight champion Max Baer in this double barreled spoof of television and Westerns. The burlesque depends heavily upon slapstick, malapropisms and old puns for its comedy. It is boisterous, rough-and-ready fun with all the merits and faults of this type of humor. Those who like the nonsequitur joke, the obvious play on words and double-talk will probably enjoy "Skipalong Rosenbloom," a lampoon of television Westerns which ribs TV, video addicts, sponsors and, of course, the Western itself.

Max Baer is the scourge of Buttonhole Bend, a town with a constantly diminishing population due to Baer's itchy trigger-finger. Allied with slinky Hillary Brook, Baer and Fuzzy Knight are trying to swindle Rosenbloom's grandfather out of his ranch and a lost gold mine. Rosenbloom, whose very name strikes terror in the heart of every outlaw West of Madison Square Garden, comes to town to protect his grandfather. Baer disregards the Marquis of Queensbury rules in a dozen attempts to finish off Skipalong. Like all Westerns, the picture has its fights, chases, poker games and shooting melees—all played in broad comedy style. Justice triumphs in an explosive climax. In the tradition of cowboy heroes, Rosenbloom does not get the girl, Jacqucline Fontaine, but the ex-boxer goes into one clinch with her before he loses out to Jackie Coogan, a cowardly cowboy.

Wally Kline produced this anything-for-a-laugh comedy. Sam Newfield directed, from a screenplay by Dean Reisner and Eddie Forman, based on an original story by the latter.

Running time, 72 minutes. General audience classification.

"In Old Amarillo"

(Republic)

ROY ROGERS again rides, fights and sings to victory over villainy and, in this story, the elements. The film, directed by William Witney under the associate producership of Edward J. White, should prove satisfying to Rogers' fans and to exhibitors who depend on these staple attractions.

The script, by Sloan Nibley, has Rogers, an agent for a benevolent cattle baron, combatting a drought that threatens the ranchers of a Texas valley, and the evil plans of Roy Barcroft to buy their stock at distress prices. Added complications are the presence of Ken Howell, the weak son of the cattle baron, and his sweetheart, fiery Estelita Rodriguez. Howell falls in with Barcroft and against his will is involved in the murder of a pilot attempting to make rain for the valley. The narrative provides ample scope for action and a number of song sequences, performed by Rogers and his riders with their usual competence. The finish finds Howell redeemed in the eyes of the ranchers by his successful "seeding" of rain clouds.

Penny Edwards, as the pretty grand-daughter of rancher Elizabeth Risdon, is in quiet contrast to stormy Miss Rodriguez. Pinky Lee again contributes humorously. Others in the cast are Pierre Watkin, William Holmes and, of course, Trigger and Bullet, Rogers' dog.

Running time, 67 minutes. General audience classification. May release.

VAUGHAN O'BRIEN

"Snake River Desperadoes"

(Columbia)

CHARLES STARRETT is once again fighting the badmen of the Old West in his dual role as Steve Reynolds and the Durango Kid. With Smiley Burnette along to provide some help and an occasional song or laugh, Starrett rounds up a vicious gang that tries to provoke war between the settlers and the Indians in order to profit from the sale of firearms. The plot is uncomplicated, with nary a romance (or a woman for that matter) or a sub-plot in the entire 54 minutes of lively action.

The villain of the piece, is Monte Blue, a trader, although Starrett discovers this only near the end of the picture. While pretending to be a friend of the Indians, Blue is secretly arousing the settlers against them by staging raids which appear to be the work of the Redmen. With the ranchers about to go to war against the Indians, the latter begin to purchase rifles from Blue. His plan is working well, with both the white men and the Redmen blindly heading for war, when Starrett, assisted by a white boy, Tommy Ivo, and his young Indian friend, Don Reynolds, exposes the plot and brings peace to the territory after killing Blue and rounding up the gang.

Action fans will find a full quota of gun play, chases and fights in this Durango Kid film, although it falls short of some of the better pictures in this popular series. Colbert Clark produced and Fred F. Sears directed, from a screenplay by Barry Shipman.

Running time, 54 minutes. General audience classification. For May release.

Hubert Voight Heads Wald-Krasna Unit

HOLLYWOOD, May 21. — Hubert Voight, veteran film publicist, has been appointed merchandising manager in charge of the newly-formed exploitation department established by Jerry Wald and Norman Krasna.

Hearing in Sept. for Denver Trust Action

DENVER, May 21.—The $3,000,000 anti-trust suit of Cinema Theatres against 20th-Fox, Loew's, RKO and Fox Intermountain Theatres has been set for Sept. 24 hearing in United States District Court.

Tax Vote

(Continued from page 1)

considered and voted the exemption.

The change would also affect such items as cameras and film used by portrait photographers, blueprint film, x-ray film and cameras and other "business cost" items. The change would cost the government $18,000,000 annually, of which the motion picture industry would gain a substantial part.

A similar provision was put in the House version of the 1950 tax bill, but eliminated in the Senate.

The committee today also considered but put off for action later a proposal to ease the tax treatment of firms with foreign branches, a proposal in which film companies are keenly interested. At present, subsidiaries do not pay taxes on foreign earnings until they are actually remitted but branches must pay as soon as the money is earned, even though it may be frozen overseas. The change proposed in the committee would defer the tax on branch income until actually remitted. The Treasury, which two years ago recommended the change, today was lukewarm on the subject, pointing out it would cost $50,000,000 a year, and the matter was finally "passed over without prejudice."

Services for Wood

(Continued from page 1)

during World War I. He was effective in opposing burdensome taxation and legislation in Ohio and aided mightily in national legislative campaigns. Possessed of a puckish humor, he created that fictional exhibitor, Jim Mason, of Cherry Valley, whose letters to editors often conveyed an important message.

Martin G. Smith, president of the Independent Theatre Owners of Ohio, paid Wood tribute, saying that in Wood's death he had lost his "truest friend and closest confidant." Also, that "his talents were unique." Trueman T. Rembusch, president of Allied States, will represent the national group at the funeral. Rembusch mourned the loss of "an Allied stalwart, one of the men who gave so much."

Abram F. Myers, Allied counsel and board chairman, praised Wood as "one of the ablest exhibitor leaders whose contributions to the general welfare will become more and more evident as time wears on."

M. Jack Meyer of Columbia Is Dead

Funeral services for M. Jack Meyer, Columbia art director, will be held here this morning at Riverside Memorial Chapel. Meyer died suddenly at New York Hospital Sunday of a heart attack.

Before joining Columbia in 1936 he was associated with the art departments of Ruthrauff and Ryan, Producers Distributing Corp., Pathe and RKO.

Rites for Shellman

BALTIMORE, May 21.—Funeral services were held here today for James Shellman, former film columnist for *The Sun* and theatre publicist, who died last Friday.

TV-RADIO SCROLLS PRESENTED TO FAME-DAILY'S POLL WINNERS

WINNERS of the 1950 MOTION PICTURE DAILY-FAME Television and Radio Polls, named by newspaper and magazine television and radio editors, have been presented with scrolls memorializing their achievement. The presentations were made or acknowledged on the programs of the champions. Accompanying photos show some of the winners with awards.



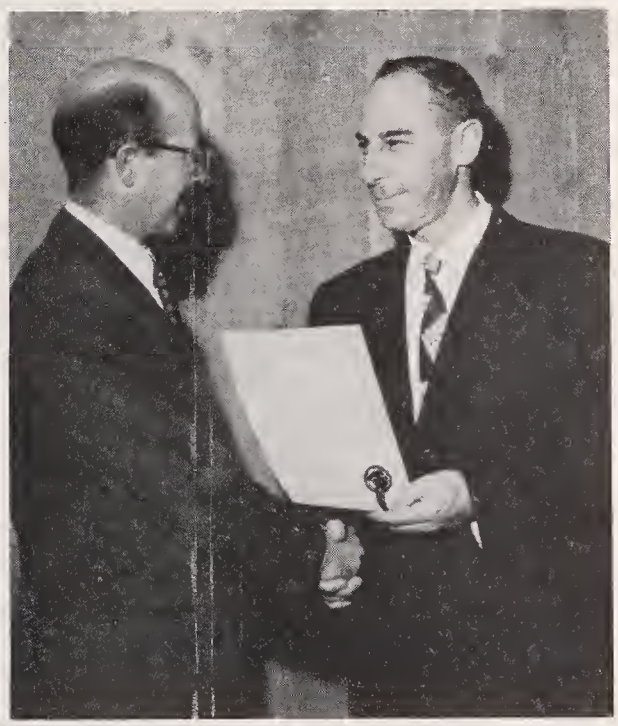
MARTIN QUIGLEY, JR., editor of Motion Picture Herald, presents scroll to Irving S. Olds, board chairman of U. S. Steel, whose Theatre Guild on the Air was voted radio's best dramatic program.



RONALD COLMAN, voted Film Personality Most Effective on Radio.



GROUCHO MARX, whose "You Bet Your Life" show was voted Best Quiz Show and Best Audience Participation Program.



BILL STERN receives award as Radio's Best Sportscaster of 1950 from Vaughan O'Brien, MOTION PICTURE DAILY.



DINAH SHORE, Radio's Best Popular Female Vocalist of 1950.



DOROTHY KIRSTEN, Best Classical Female Vocalist of 1950 Radio acknowledges her Fame award on NBC program.



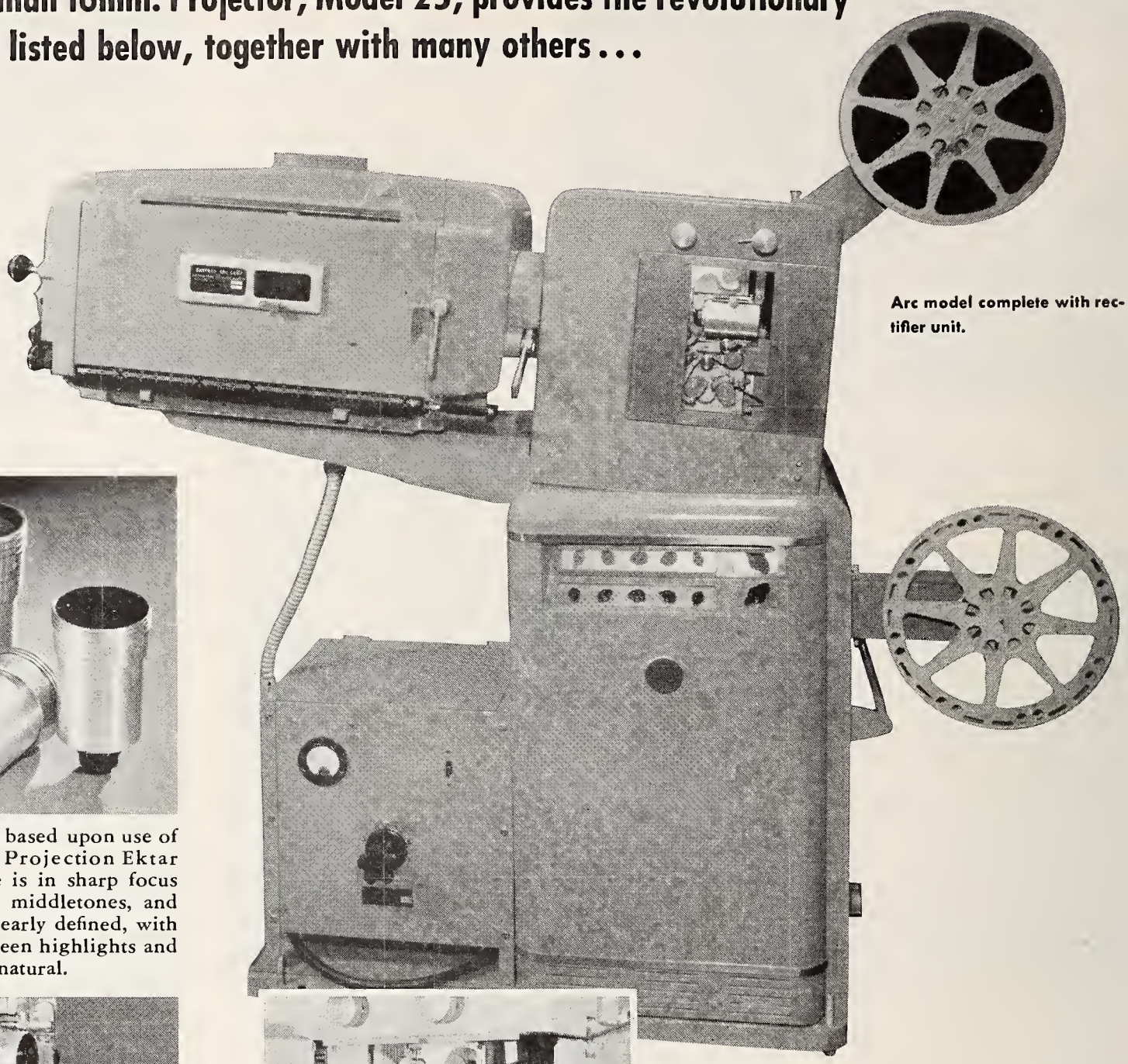
JACK BENNY, Champion of Champions for 1950, and Radio's Best Comedian, looks pleased.



EVE ARDEN, voted Radio's Best Comedienne, exhibits award.

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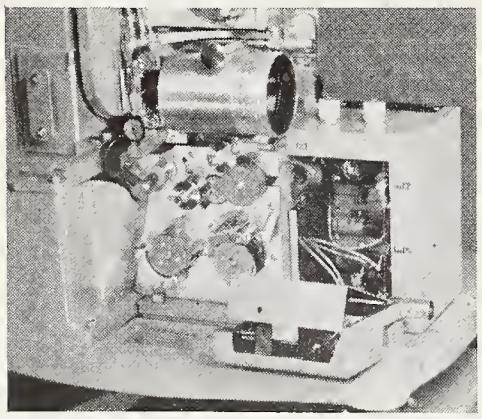
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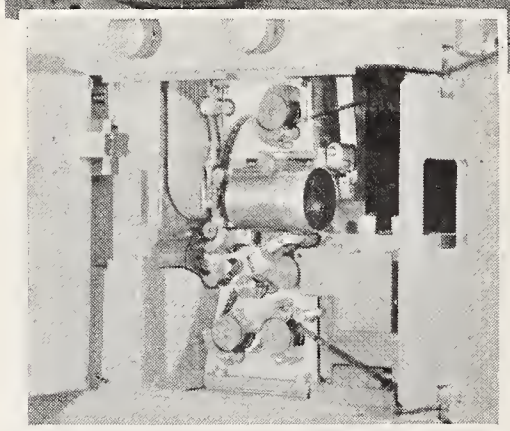
Arc model complete with rectifier unit.



New Optical System based upon use of *Lumenized* Kodak Projection Ektar Lenses. The picture is in sharp focus overall. Highlights, middletones, and shadow areas are clearly defined, with range of tones between highlights and shadows complete, natural.

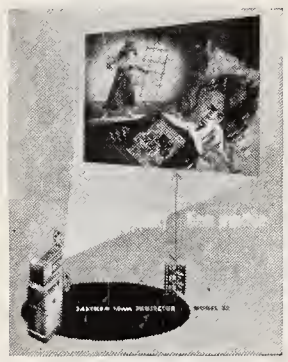


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House Group Votes to End Raw Film Tax

Committee Also Favors Exemption for Cameras

WASHINGTON, May 21. — The House Ways and Means committee today, reconsidering an earlier action, voted to exempt cameras and film used in Hollywood studios and other film industry businesses from the Federal excise taxes on photographic apparatus and film.

This change, which includes raw stock, means substantial tax relief for the industry.

Last week the committee voted to cut from 25 per cent to 20 per cent the tax on apparatus but to boost from 15 per cent to 20 per cent the tax on film. At that time, some consideration was given to exempting from the tax apparatus and film which could be characterized as "business cost" items, but the committee decided not to vote such an exemption. Yesterday, it re-

(*Continued on page 6*)

RKO Offices to Pick Foreign Films For U.S. Market

LONDON, May 21.—Inaugurating a policy of bidding for the outstanding product of any country, RKO Pictures will establish liaison departments in all important world capitals between local producers and the RKO home office, Phil Reisman, vice-president in charge of foreign distribution, said here.

The new departments will keep New York informed of all likely production projects, even in script stage. The company has recently acquired

(*Continued on page 2*)

Industry and US to Talk Conservation

WASHINGTON, May 21.—A meeting of officials of half a dozen industry organizations will be held here on Wednesday with National Production Authority film chief Nathan D. Golden to discuss means of conserving scarce items and materials.

Golden said the idea would be to study "elimination and substitution and things like that." He stated that to the best of his knowledge, raw stock conservation would not come up

(*Continued on page 4*)

NCA Is Seen Heading for a More Conciliatory Distributor Attitude

Minneapolis, May 21—For the first time in many years, North Central Allied is expected under its new regime to completely reverse its policy, abandoning its "get-tough" attitude and, instead, adopt a more conciliatory stand in its relationship with distributors.

"The whole situation concerning exhibitor-distributor relations" is now under consideration, Ted Mann, newly elected president of NCA stated. Asked if he intended to continue the militant attitude of his NCA predecessor, Ben Berger, Mann said discussions are now under way with board members which "might possibly" bring about a complete switch from wild swinging attacks to a policy of conciliation and negotiation of trade practice disputes with distributors. Mann said a new plan of NCA activities and policies would be ready for announcement soon.

COMPO Seminar on Coast Expected To Be Postponed

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, is expected to announce within a few days arrangements for postponing the COMPO seminar on production problems which was scheduled for June 11-12 in Hollywood.

First definite indication that there would be a postponement of the seminar came yesterday. Mayer's announcement, it was said, will point out that there would not be enough time left between the present and mid-June to complete general preparations for the round-table conference.

A postponement of "several weeks" was foreseen. The COMPO board no doubt will meet in New York a few weeks prior to the new seminar date, it was said. Another board meeting would be held following the seminar for the purpose of acting on proposals and resolutions approved by the seminar delegates.

When the date for a semiar was first announced on April 23, it was intended to hold a COMPO board

(*Continued on page 6*)

Services Today for P. J. (Pete) Wood

COLUMBUS, O., May 21.—Services will be held here at two P.M. tomorrow at Schoedinger's State Street Chapel for Philip J. (Pete) Wood, who died suddenly on Saturday night.



Philip J. Wood

Wood, longtime secretary of the Independent Theatre Owners of Ohio and a director of national Allied, came to the Ohio association about 30 years ago after breaking all records selling Liberty Bonds in the Pittsburgh area

(*Continued on page 6*)

Para. Sets 16 Films For 1951 Shooting

Sixteen pictures have been announced for Paramount's production schedule for the balance of 1951. More than half will be in Technicolor.

The pictures are: "Shane" (Technicolor), starring Alan Ladd, William Holden and Jean Arthur; George Stevens, producer-director. "Famous," starring Bing Crosby; Pat Duggan, producer. "Somebody Loves Me" (Technicolor), starring Betty Hutton and Ralph Meeker; William Perlberg and George Seaton, producers; Irving Brecher, director-writer. "Son

(*Continued on page 6*)

Australia Increases U. S. Remittances

The Australian government has agreed to boost substantially the amount of current earnings that U.S. film companies can remit, and also to permit substantial transfers on present blocked balances.

For the last three years, U.S. companies have been able to remit only 50 per cent as much as they remitted in 1946. Under a new agreement worked out largely under substantial industrial pressure, U.S. companies will be able this year to transfer 75 per cent as much as their 1946 remit-

(*Continued on page 4*)

Technicolor's Output Limit Has Been Hit

See No Expansion Over 70 Features Per Year

Technicolor's studios are operating at present at maximum capacity and the film industry must not expect an increase in the output of features in Technicolor in the foreseeable future, it was brought out yesterday at the annual meeting here of Technicolor, Inc., stockholders. In recent months, exhibitor organizations have increasingly urged that more pictures be made in color to counteract the business decline.

Emphasis that Technicolor has expanded its production facilities to the limit and that there appears to be no likelihood of immediate further expansion was made by George F. Lewis, Technicolor vice-president, general counsel and secretary, who presided at the meeting in the absence of Herbert T. Kalmus, president, now

(*Continued on page 4*)

Six Film Clinics For Independents Set in Mo. and Ill.

PIEDMONT, Mo., May 21.—A series of six regional meetings and film clinics have been scheduled for June by Mid-Central Allied Independent Theatre Owners, to be held in Missouri and Illinois, Jeff Jefferis, organization president, stated here today. This will mark the initial appearance of the "film clinics" in Mid-Central Allied territory, although such clinics have been held with much success in Iowa, Texas, Pennsylvania, Nebraska and many other states. Al Myrick, president, and Leo Wolcott, chairman

(*Continued on page 3*)

36 Independents in New Film Combine

SALT LAKE CITY, May 21.—A theatre service organization to serve independent theatres throughout the Intermountain area has been completed and is now in operation. Known as Westates, Inc., the organization has been incorporated with the following officers and directors: J. A. English, president; Charles L. Walker, vice-president and general manager; Clyde A. Blasius, secretary-treasurer; A. C.

(*Continued on page 3*)

$150,000 in Second Week for 'Caruso' Tops B'way Runs

A continuing smash run of "The Great Caruso" at Radio City Music Hall here again highlights a rather drab week at Broadway's first-run theatres. Drizzling rains over the weekend served to strengthen business at most houses on Saturday and Sunday but the pickup was needed to compensate for the slow weekdays before.

"Caruso's" exceptional appeal brought the Music Hall a better Saturday and Sunday gross than in its first week and it was continuing to build yesterday. If the pace is maintained the second week's gross is expected to reach $150,000, which is outstanding for a non-holiday run and compares favorably attendance-wise with both Easter and Christmas business at the Hall.

"Divide" Strong

An opener is "Along the Great Divide" at the Strand, where a first week's gross of around $37,000 is estimated; the figure is the best there in recent weeks; a revue, "Parisian Follies," is on stage. At the Paramount, "Appointment with Danger" and Louis Jourdan's band is adding up to $47,000 for its second week—substantial but not exceptional business; "Sealed Cargo" will open there tomorrow.

"Ma and Pa Kettle Back on the Farm" is slow at the Capitol, with a second and final week expected to bring in about $19,000; "Go for Broke" will bow in there on Thursday. "I'd Climb the Highest Mountain," billed with the N. Y. Philharmonic, is drawing a modest $50,000 for its second and final week at the Roxy. "On the Riviera" will open there tomorrow.

"Thing" Still Tops

"The Thing" is still doing top business among straight film policy houses, with the Criterion looking forward to a big $25,000 for the third week. "Apache Drums" is holding up at Loew's State with a comfortable $16,000 estimated for its third week. It will hold.

At the Rivoli, "The Long Dark Hall" is off to around $11,000 for a second week and will be replaced by "Smugglers' Island" tomorrow. "The House on Telegraph Hill" is holding to around $11,000 for a second week at the Holiday which nearly matches its opening round. "Fighting Coast Guard" is bringing the Mayfair $11,000 for a second week and will hold. At the Globe, "Belle Le Grand" is playing a 10-day stand, with the total gross not expected to go far above $10,000. "Inside the Walls of Folsom Prison" will open there on Saturday.

Among the longer runs, "Valentino" is still doing well at the Astor, with $15,000 due for a fifth week. "Born Yesterday" also is racking up a steady and substantial gross, with $14,000 in sight for a 22nd week at the Victoria. "Tales of Hoffman" continues to do near-capacity business in its two-a-day reserved seat run at the Bijou, with $15,000 expected for a seventh week. "Cyrano de Bergerac," also roadshowing at the Golden on a moveover, is holding firm with a gross of $6,500 for the seventh week there.

Off-Broadway, "Kon-Tiki" is maintaining a fine grossing record at the Sutton, with another $11,000 due for its seventh week. Also holding steady is "Teresa" at the Trans Lux 52nd St., with $6,500 expected for a seventh week.

Personal Mention

GAEL SULLIVAN, executive director of Theatre Owners of America, is due in Washington tomorrow from New York.

•

HERBERT STERN of Balaban and Katz Theatres, Chicago, and MRS. STERN are due to arrive here from Europe today aboard the *S. S. Ile De France*.

•

E. K. O'SHEA, Paramount Film Distributing Corp. vice-president, is due to leave here tonight for Detroit, returning Thursday.

•

HERBERT CROOKER of M-G-M's publicity department is visiting Indianapolis, Cleveland, Detroit, Toledo and Pittsburgh.

•

EDWARD LACHMAN, president of Carbons, Inc., is on the Coast from New York.

•

FRED GOLDBERG, Paramount's promotion manager, is scheduled to leave here today for Milwaukee.

•

WILLIAM WYLER, producer-director, has returned to Hollywood from New York.

•

FOSTER M. BLAKE, Universal-International Western sales manager, left here yesterday for Chicago.

•

LINDSLEY PARSONS, producer, has left Hollywood for San Francisco, Portland, Ore., and Seattle.

JAMES A. MULVEY, president of Samuel Goldwyn Productions, has left here for the Coast.

•

ROBERT J. O'DONNELL, Council of Motion Picture Organizations treasurer, who has been conferring in New York with ARTHUR L. MAYER, COMPO executive vice-president, is due to return to Dallas tomorrow.

•

SANFORD ABRAHAMS, assistant to Monogram-Allied Artists national advertising director JOHN C. FLINN, has returned to Hollywood from New York.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, has returned to Atlanta from New York.

•

FRANCES WEIL, Paramount publicist, is scheduled to leave here by plane for Hollywood on Thursday for a vacation.

•

JAMES O'CONNELL, city manager for Evergreen Theatres, moves to Seattle to assume the same position for the company there.

•

FRANK J. DURKEE, owner of the Durkee circuit in Maryland, is a patient at University of Maryland Hospital, Baltimore.

•

JULES LEVEY, producer, is scheduled to leave here for Europe on June 22.

Another Extension For Loew's Filing

WASHINGTON, May 21. — Another extension in the deadline for Loew's to file a divorcement plan with the New York Statutory Court is believed likely, according to informed sources here.

The present deadline is May 31, and although consent decree talks between Loew's officials and the Justice Department have been stepped up lately, there is still a lot of bargaining to be done. The extension, probably another 30 to 60 days, would be to permit further consent decree negotiations.

'Emperor's Nightingale' Sets Matinee Gross Records

"The Emperor's Nightingale," a Czech film based on the Hans Christian Andersen fairy tale, grossed $1,056 and $1,095, respectively, for Saturday and Sunday matinees at the Trans Lux 60th St., it is reported. Both figures are matinee records for the house, it is said. William L. Snyder is presenting the picture.

Testimonial Album For Barney Balaban

A testimonial album containing autographed photographs from President Truman, President of Israel Chaim Weizmann, Governor Thomas E. Dewey, Senator Herbert H. Lehman, Senator Irving M. Ives and and Mayor Vincent R. Impellitteri will be presented to Barney Balaban, president of Paramount Pictures, on Saturday evening, at the Hotel Commodore, New York, at a testimonial dinner to Balaban.

The album will include, among others, testimonial letters from the United Jewish Appeal, Federation of Jewish Philanthropies, and the Anti-Defamation League, lauding Balaban for his efforts on behalf of these institutions. Purpose of the dinner-dance honoring Balaban for his cultural, philanthropic and patriotic activities is for the benefit of a new building fund of the Westchester Jewish Center. Co-chairmen of the dinner are Leonard H. Goldenson, president of United Paramount Theatres; Harry M. Kalmine, president of Warner Theatres; Harry Brandt, president of Brandt Theatres.

'Caruso' Grosses $22,000 At the State in Cleveland

CLEVELAND, May 21. — "The Great Caruso" grossed $22,000 at Loew's State here, the best gross under a straight film policy since "King Solomon's Mines" last November.

Reisman Sees Aid In Phonevision

London, May 21. — Phonevision might well prove a blessing to the film business, Phil Reisman, RKO Pictures vice-president and foreign manager, said in an interview here.

Television development only demands new distribution methods, he said. The public still wants entertainment and motion picture producers can supply it. A nationwide dissemination of a quality picture at a dollar a time was not to be despised, Reisman suggested.

RKO to Pick

(*Continued from page* 1)

for American distribution "Happy Go Lovely" and "Lilli Marlene."

Reisman believes that distribution in the Americas of worthwhile foreign product will be a healthy stimulant to Hollywood. The success of the British-made "Treasure Island" demonstrated the potentialities of the plan, Reisman said, adding that in his view the time had come for America to adopt a more liberal attitude towards other countries' pictures.

He suggested that the recent turn of business in America reveals the necessity of bringing variety to existing theatre programs and sees great possibilities in the new program. He was impressed by the high quality of dubbing in Italy and France and said RKO may find it advisable to import to America some top foreign technicians who would use American actors in the dubbing process.

Reisman admitted new distribution methods might be required. A dubbed French film, for example, might have trial runs in the "art" theatres followed by regular release if the picture clicked. In such a case, he pointed out, a foreign film which now gets 200 to 300 bookings conceivably could get 3,000 or 4,000.

NEW YORK THEATRES

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Blanche THEBOM
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An M-G-M Picture
plus Spectacular STAGE PRESENTATION

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CLAUDE RAINS
SEALED CARGO
with PHILIP DORN • RKO RADIO PICTURE
in person PEGGY LEE
RAY McKINLEY And His Orchestra
LANE BROTHERS
Extra RED BUTTONS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

A TOTAL of 600 especially prepared radio spot announcements were launched over the weekend to herald the arrival of 20th Century-Fox's Technicolor musical, "On the Riviera," opening at the Roxy theatre here tomorrow. This major time-buy, embracing top independent stations covering Greater New York, New Jersey, Connecticut and Westchester, is said to be the largest ever obtained for a single film attraction in this area and uses a series of unique arrangements featuring Danny Kaye in one-minute, 30-second and 20-second versions. Averaging a hundred spots per day, the schedule is geared to cooperate with the numerous disc-jockey tie-ups which have been effected, and have been booked around radio shows that will insure the largest audience.

•

A touch of Broadway's oldtime competitive showmanship will be displayed in the impending "battle of the spectaculars" between New York's Victoria and State theatres, facing each other across the street. United Artists' "Fabiola" will open at the Victoria on May 30 with an animated electric sign, featuring "Fabiola" in letters 50 feet high, across an illuminated mural 85 feet wide. Loew's State is flashing a 40-foot panel announcing "Quo Vadis" coming in the fall. Both are multi-million dollar spectacles of ancient Rome, complete with the necessary atmosphere to claim that each is the "the mightiest, the most magnificent, the biggest of them all." It sounds like the timely return of the spirit of P. T. Barnum.

•

United Artists is developing a special pre-selling approach for "The Man From Planet X" by arranging pre-views and extra publicity originating with leading scientists who have specialized in inter-planetary phenomena, according to a statement from Max E. Youngstein, vice-president and director of advertising, publicity and exploitation for the company. The plan will lend authenticity to the science-fiction story of an invasion of the earth by men from another planet, by stirring up scientific discussion of the eventualities of such a thing, which has never actually happened, but is said to be still within the realm of possibility. A large potential audience, interested in fascinating fiction, is said to be willing to think there can be a first time, and thus the possibility should build business at the box-office.

•

A committee of four has been named to judge the forthcoming "Cyrano Oscar Derby" contest beginning July 20, for exhibitors and United Artists branch managers, to capitalize the maximum effect of the unprecedented Academy Award won by Jose Ferrer before the picture entered national release. Two theatre managers who create outstanding showmanship campaigns and two branch managers whose offices turn in the greatest volume of bookings, will be selected to attend the Academy Award celebrations in Hollywood in 1952, on an all-expense tour. Runners-up will share a second prize of $500 in savings bonds.

WALTER BROOKS

Review

"The Guy Who Came Back"

(Twentieth Century-Fox)

THE PANGS AND PAINS involved in a football hero's adjustment to the fact that time has taken its toll are dramatized with feeling, sentiment and occasional humor in "The Guy Who Came Back." Paul Douglas portrays the "guy" of the title, who a few years prior to World War II was a sensation on the field. The production is rounded out by a large and competent cast that includes Joan Bennett, as his wife; Linda Darnell, "the other woman"; Don De Fore, an old college friend, and Zero Mostel, a buddy of Douglas' and former heavyweight champ. With its resourceful production treatment and the exploitable cast, the picture should make a satisfactory showing at most box-offices.

As the hero of the story who tumbles into a series of misfortunes, Douglas is a figure who merits understanding but hardly sympathy, for most of his troubles stem from his inability to maturely face the fact that he has gotten older and no longer can contend with the rigors of playing football. At the outbreak of the war he tries to enlist in the Navy but is rejected because of a foot injury. Still bent on playing football he gets spurned by several coaches. In time domestic difficulties arise and he separates from his wife and child. Miss Darnell tries to promote a stage career for him but it hardly goes over.

Things get pretty gloomy and it looks like Miss Bennett is going to marry De Fore even though she still loves Douglas. Douglas finally becomes resigned to the fact that he no longer can play and decides to take a job as a football coach. In a major game against Navy, however, Douglas in a desperate move, is sent out on the field because of a manpower shortage. He makes a sensational showing even as he realizes that he no longer is the man he once was. The result is an important job with the Navy and a happy family reunion.

Julian Blaustein produced and Joseph Newman directed, from a screenplay by Allan Scott, which was based on a *Saturday Evening Post* story by William Fay.

Running time, 91 minutes. General audience classification. For July release.

MANDEL HERBSTMAN

Six Film Clinics

(*Continued from page* 1)

of the board of Iowa-Nebraska Allied will act as moderators at the clinics. Other portions of the meeting will be under the leadership of Charles Niles, national Allied treasurer; Jeff Jefferis, president of Mid-Central; Paul Stehman, secretary; W. H. Hoffman, board chairman and Elvin Weick, vice-president.

The meetings will be held in the following cities, from 10 A.M. until four P.M., Central Standard Time: June 6, Leland Hotel, Springfield, Ill.; June 7, Emerson Hotel, Mt. Vernon, Ill.; June 8, Dunn Hotel, Poplar Bluff, Mo.; June 11, Edwin Long Hotel, Rolla, Mo.; June 12, Mark Twain Hotel, Hannibal, Mo., and June 13, Peoria, Ill.

Georgia Exhibitors Vote Compo Okay

ATLANTA, May 21. — Exhibitor members of the Theatre Owners of Georgia have voted approval of the Council of Motion Picture Organizations, becoming the 14th of the 29 regional affiliates of the Theatre Owners of America to take such action.

New Film Combine

(*Continued from page* 1)

Knox, Carl Anderson and Sam Gillette, directors.

Westates will buy and book motion pictures and other entertainment for clients throughout the Intermountain states. The firm already has 36 theatres.

Answers Critics on U. S. Films Abroad

An answer to the frequently publicized charge that Hollywood films give a distorted picture of American life to screen audiences abroad was carried recently on the Voice of America's "Here Are the Answers" program beamed to Europe, the Middle East and the Far East. Alfred E. Corwin, New York information director for the Motion Picture Association, refuted the charge in an air-wave interview.

Complete transcripts of the broadcast are available on request to the MPAA.

MTC Files Anti-trust Suit Against Majors

HOLLYWOOD, May 21.—Metropolitan Theatre Corp. today filed a Federal court suit against Loew's, Paramount, 20th Century-Fox, Warners, and RKO Pictures, asking for an injunction to restrain them from excluding its Orpheum Theatre from first-runs.

The suit also asked the court to compel them to offer pictures to the Orpheum before running them in their own houses. The complaint stated that the Orpheum lost $80,000 between June 1 of last year and May 10, 1951, when it closed, due to the inability to obtain first-runs, and is sustaining a continuing loss of $1,500 weekly. It charges violation of Sections One and Two of the Sherman Anti-Trust Act.

Ontario Censor Board Reviews 563 in 1950-51

TORONTO, May 21.—For the fiscal year ending March 31, the Ontario Board of Motion Picture Censors reviewed 563 feature films, including 56 from Great Britain as well as an additional 28 foreign-language pictures. No feature was condemned outright but 305 eliminations were made in 146 subjects while 54 features were classed as "adult."

Licenses were issued for 535 theatres including 27 units of which 15 were drive-ins.



NEWS in Brief . . .

SAN FRANCISCO, May 21.—Reno's annual "Silver Spurs Awards" went to 20th Century-Fox this year with Gregory Peck receiving the award for the best actor in a Western picture; "The Gunfighter" awarded the best Western picture of the year, and "Broken Arrow" voted the best photographed. Director Henry King was on hand to receive "The Gunfighter" award and photographer Ernest Palmer received the spurs for "Broken Arrow."

•

Hollywood May 21.—Arthur Burnham, veteran salesman of foreign language films, has joined the staff of Manhattan Films International as sales manager, it was announced by Robert I. Kronenberg, the firm's president.

•

OTTAWA, May 21.—James A. Cowan, who for 10 years has been press representative of the J. Arthur Rank Organization of Canada, has been loaned to the Canadian Government National Film Board as contact man in Europe for the Board's new "This Freedom" series of short subjects to accent the democratic life in the Dominion. Cowan will be away for most of the present year.

•

LOS ANGELES, May 21.—Studio Painters Local No. 644 has filed a Superior Court suit seeking declaratory relief from the Painters International order suspending Herbert Sorrell from holding union office for five years from March 18 on the ground that its enforcement would make the Local liable for an aggregate $27,000 under its contract with Sorrell as business agent which has three years to run.

•

Boston, May 21.—IATSE Local 479 of Norwalk, Conn., announced tonight that it will picket the new drive-in theatre in Norwalk scheduled to open Thursday night. George Brazil, IATSE agent for the local stated that picketing was ordered because the drive-in will open as a non-union theatre.

•

MONTPELIER, Vt., May 21.—A bill to levy a 10 per cent tax on entertainment admissions was withdrawn from the State House of Representatives at the request of Rep. Orzell of Rutland Town, chairman of the Ways and Means committee.

•

Kansas City, May 21. — Kansas City's film row held a farewell luncheon party today at the Hotel President for Edwin Aaron, Midwest division sales manager for 20th Century-Fox, on his departure for New York to be Southern and Western sales manager. His successor in the Midwest division position is M. A. Levy who was present and who will make his headquarters at Minneapolis where he has been branch manager. The luncheon was attended by approximately 150 members of the industry here.

Australia Increases

(*Continued from page* 1)

tances, or about $5,250,000.

In addition, the companies will be permitted to reduce accumulated balances by quarterly payments at the rate of $700,000 a year.

Reviews

"Pier 23"

(*Lippert*) *Hollywood, May 21*

"PIER 23" marks the first of three pictures which exhibitor-producer-distributor Robert L. Lippert has made in such a manner that each may be cut in the middle when they have exhausted their theatre possibilities and used as they stand for two half-hour telecasts. The picture, therefore, pioneers something different. If audiences accept its two-story format agreeably, it would seem to follow that its design may come into widespread use. If they do not—but that is the question "Pier 23" is to answer. A reviewer witnessing a projection-room screening of "Pier 23" would be reckless indeed if he rushed to a quick prediction that it will or will not prosper in theatres. But it is to be said that a most appropriate bundle of subject material and players have been used for the Lippert try-out of the double-purpose format.

The stories are from the highly successful series of radio melodramas broadcast over ABC out of San Francisco for a couple of years under the title, "Pat Novak, for Hire." It will be remembered that they were especially vivid, violent, first-person accounts of the adventures of an unofficial private-eye, and that their dialogue was sharp and colorful enough to set the pattern for most of the private-eye radio programs which flooded the air waves thereafter. None of their flavor is lost in Lippert's picturizations. And the cast employed for "Pier 23" is on a par with casts employed in most melodramas in the hour-long category, with Huga Beaumont, Edward Brophy, Richard Tarvis and Richard Monahan playing the key characters, which will run through all of the stories, and with comparable talent playing the supporting roles, which are different in each story. William Barke produced and directed, with Jack Leewood as associate producer, performing an especially neat trick in achieving a natural transition from the first story to the second.

In the first of the two stories the principal character, played by Beaumont, becomes involved in a violent chain of events precipitated by crooks who use a feloniously-rigged wrestling match as a means of murder. In the second he undertakes to discourage a convict from escaping from Alcatraz, mistakes another man for the convict, and winds up charged with murder. Both stories are told swiftly, powerfully, and with plenty of action, fast dialogue and a considerable sprinkling of the better kind of humor. Whether audiences will accept the Lippert format with relish only time and test can tell. In view of the long-running implications of the dual-purpose format, a fair and thorough testing clearly is warranted.

Running time, 57 minutes. General audience classification. Release date, May 10.

"Naughty Arlette"

(*J. Arthur Rank-United Artists*)

ONE IS NEVER quite certain whether this British Pinnacle picture, produced by J. Arthur Rank, is designed to be a comedy or a domestic drama, but nonetheless the results are interesting. The British players featured in the production include Mai Zetterling, Hugh Williams and Margot Graham, and they capture the spirit and atmosphere of the exclusive girls' school where the action takes place.

With Eric L'Epine Smith actually producing and Edmond T. Greville directing, "Naughty Arlette" tells the story of a middle aged school master, the only male member on the staff, falling in love with one of the pupils, Miss Zetterling, who plays the part of a spoiled, conceited French girl. Williams, the school master, who has until now led an exemplary domestic life, becomes completely confused and is all but ready to run away with the girl. However, the denouement finds Williams going back to his family after telling his paramour that he will never forget her. And it is significant that although in a practical sense the conflict is satisfactorily resolved, in a moral sense it is not, for Williams only returns to the fold because he seems to have no other choice. "Naughty Arlette" may not be completely satisfying to those who object to errant husbands being treated sympathetically, but it is, all the same, pleasing film fare. Edward Dryhurst and Peggy Barwell wrote the screenplay. The direction is kept at a nice pace with some humorous and serious moments kept at a good balance. Williams is fine as the serious teacher led astray.

Running time, 86 minutes. Adult audience classification.

U.K. Gross Down in Last 1950 Quarter

LONDON, May 21.—Despite a slight increase in theatre admission prices, gross takings during the quarter ended last Dec. 30 declined from the previous quarter's £26,976,000 ($74,932,800), to £24,860,000 ($69,608,000), a Board of Trade report scheduled to be released Wednesday will show. The Board says the decline was probably due to seasonal causes.

The report covers production during the quarter ended March 31, 1950, and shows considerable improvement in activity at first feature studios compared with the previous year, mainly in cheaper films with a labor cost not in excess of £75,000 ($210,000).

Zanuck Asks Aides To Take Pay Cut

HOLLYWOOD, May 21.—Representatives of the Screen Producers Guild and the Artists-Managers Guild joined with Screen Actors, Screen Writers and Screen Directors guilds committees in tonight's meeting called for the purpose of formulating uniform policy with respect to the 20th-Fox proposals that employes receiving more than $500 weekly accept voluntary salary reductions.

Conferees will have before them a statement by Darryl F. Zanuck, 20th-Fox vice-president in charge of production, advocating unanimous compliance with the company plan outlined to stockholders.

12-cent Admission In Phonevision Test

Chicago, May 21.—Local showmen commenting on Zenith Radio's 90-day Phonevision test's preliminary report pointed out that it showed 4.5 average viewers for every film shown, or an average of less than 25 cents per person on the basis of the $1 charge per program. Distributors' share would be about 12 cents.

Technicolor

(*Continued from page* 1)

in Europe on Technicolor business.

Replying to a question put by David Weinstock, New York circuit owner and Technicolor stockholder, Lewis said, "If the industry wants more color overnight they can't get it from Technicolor." John R. Clark, Jr., assistant to Kalmus, who came here from the Coast to attend the meeting for the purpose of answering stockholders' questions, explained that the company is now operating at a 70-picture-yearly peak, and that while further expansion of facilities would not be impossible there are "practical considerations like material shortages" which must be considered. He pointed out that up to the present Technicolor has increased its output of footage yearly.

Weinstock, however, insisted that the output of Technicolor features be increased further "because Technicolor means something at the box-office beyond words." He requested that the Technicolor board give consideration to his request at its next meeting.

Clark revealed, in reply to stockholders' questions, that a private experimental laboratory demonstration of Technicolor's tube for color television will be held next month to determine its future, "if any." Weinstock asked Lewis to report if Technicolor had contracts with Radio Corporation of America, but the meeting chairman declined to comply.

Lewis pointed out that taxes are reducing the company's profit. He reported that the net profit after taxes and other charges for the first quarter ended March 31 was $540,934 compared with $632,984 for the corresponding period of 1950. Taxes, he said, were $976,620 for the 1951 quarter as against $439,702 for the 1950 quarter. The latest quarter earnings are equivalent to 58 cents a share of stock, while the 1950 quarter earnings were equivalent to 69 cents a share.

The stockholders reelected the following to the company's board: Lewis, Eversley Childs, Jr., David S. Shattuck and Murray D. Welch.

Industry, US Talks

(*Continued from page* 1)

at the meeting, with emphasis rather being on such items as generators, copper salvage and similar products.

Among the organizations slated to be represented, according to Golden, are: The Council of Motion picture organizations, Motion Picture Association of America, the Theatre Owners of America, Society of Independent Motion Picture Producers, Allied States Association, Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association.

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Short Subject

"A Day with the F. B. I."

(Rd-Dr—Columbia)

This Technicolor documentary takes its audience to the impressive Department of Justice building in Washington and gives a close-up view of the complex and efficient working of the F. B. I. staff and the network of communications that extends to the field forces. Attention is centered on the Bureau's fingerprint file and its crime detection laboratory. Next is shown the rigorous training of new recruits and then the cameras shift to three hypothetical crimes which afford a demonstration of F. B. I. agents in action. Emphasis is placed on the Federal aid rendered local police forces and the question of subversives, although mentioned, not specifically depicted. Director J. Edgar Hoover appears in a closing scene. Running time, 19 minutes.

COMPO Seminar

(Continued from page 1)

meeting in conjunction with the Coast parley since it was anticipated that COMPO directors would be the seminar delegates.

A large number of suggestions for a seminar agenda have been received at COMPO headquarters from representatives of the various COMPO member organizations.

The largest single contribution of suggestions for an agenda has come from the Motion Picture Industry Council in Hollywood, over the signature of Art Arthur, it was said. Mayer acknowledged that in a loose sense MPIC will be the seminar host, although, as has been pointed out in the past, those from exhibition, production and distribution who will participate in the round-table conference will pay their own travel and hotel expenses.

MPIC has appointed Jesse Lasky, Edmund Hartman and Ronald Reagan as a committee on arrangements for the seminar.

Para. Sets 16

(Continued from page 1)

of Palefacc" (Technicolor), starring Bob Hope and Roy Rogers; Robert Welch, producer; Frank Tashlin, director.

Also, "Warbonnet" (Technicolor), starring Charlton Heston and Gloria Grahame; Mel Epstein, producer; George Marshall, director. "The Denver and Rio Grande" (Technicolor); Nat Holt, producer; Byron Haskin, director. "The Lumberjack and the Lady" (Technicolor), Pine-Thomas production. "At Sea With the Navy," starring Dean Martin and Jerry Lewis; Hal Wallis, producer. "Sad Sack," starring Alan Young; Paul Jones, producer. "Hurricane Williams" (Technicolor), Holt, producer. "Military Policeman," starring Bob Hope; Harry Tugend, producer.

Also, "Sapphire Sal" (Technicolor), starring Betty Hutton; Robert Welch, producer. "Roman Holiday," William Wyler, producer, director. "Anything Can Happen," Perlberg-Seaton production; Seaton, director. "Carib Gold," Pine-Thomas production; Edward Ludwig, director. "War of the Worlds" (Technicolor), George Pal production.

Ferrer to Testify

WASHINGTON, May 21.—The House Un-American Activities committee's hearings on Hollywood will resume tomorrow with Academy Award winner Jose Ferrer scheduled as the witness.

Reviews

"Skipalong Rosenbloom"

(Kline-United Artists)

THAT LOVABLE ex-light heavyweight champion, "Slapsie" Maxie Rosenbloom, matches his scattered wits with former heavyweight champion Max Baer in this double barreled spoof of television and Westerns. The burlesque depends heavily upon slapstick, malapropisms and old puns for its comedy. It is boisterous, rough-and-ready fun with all the merits and faults of this type of humor. Those who like the nonsequitur joke, the obvious play on words and double-talk will probably enjoy "Skipalong Rosenbloom," a lampoon of television Westerns which ribs TV, video addicts, sponsors and, of course, the Western itself.

Max Baer is the scourge of Buttonhole Bend, a town with a constantly diminishing population due to Baer's itchy trigger-finger. Allied with slinky Hillary Brook, Baer and Fuzzy Knight are trying to swindle Rosenbloom's grandfather out of his ranch and a lost gold mine. Rosenbloom, whose very name strikes terror in the heart of every outlaw West of Madison Square Garden, comes to town to protect his grandfather. Baer disregards the Marquis of Queensbury rules in a dozen attempts to finish off Skipalong. Like all Westerns, the picture has its fights, chases, poker games and shooting melees—all played in broad comedy style. Justice triumphs in an explosive climax. In the tradition of cowboy heroes, Rosenbloom does not get the girl, Jacqueline Fontaine, but the ex-boxer goes into one clinch with her before he loses out to Jackie Coogan, a cowardly cowboy.

Wally Kline produced this anything-for-a-laugh comedy. Sam Newfield directed, from a screenplay by Dean Reisner and Eddie Forman, based on an original story by the latter.

Running time, 72 minutes. General audience classification.

"In Old Amarillo"

(Republic)

ROY ROGERS again rides, fights and sings to victory over villainy and, in this story, the elements. The film, directed by William Witney under the associate producership of Edward J. White, should prove satisfying to Rogers' fans and to exhibitors who depend on these staple attractions.

The script, by Sloan Nibley, has Rogers, an agent for a benevolent cattle baron, combatting a drought that threatens the ranchers of a Texas valley, and the evil plans of Roy Barcroft to buy their stock at distress prices. Added complications are the presence of Ken Howell, the weak son of the cattle baron, and his sweetheart, fiery Estelita Rodriguez. Howell falls in with Barcroft and against his will is involved in the murder of a pilot attempting to make rain for the valley. The narrative provides ample scope for action and a number of song sequences, performed by Rogers and his riders with their usual competence. The finish finds Howell redeemed in the eyes of the ranchers by his successful "seeding" of rain clouds.

Penny Edwards, as the pretty grand-daughter of rancher Elizabeth Risdon, is in quiet contrast to stormy Miss Rodriguez. Pinky Lee again contributes humorously. Others in the cast are Pierre Watkin, William Holmes and, of course, Trigger and Bullet, Rogers' dog.

Running time, 67 minutes. General audience classification. May release.

VAUGHAN O'BRIEN

"Snake River Desperadoes"

(Columbia)

CHARLES STARRETT is once again fighting the badmen of the Old West in his dual role as Steve Reynolds and the Durango Kid. With Smiley Burnette along to provide some help and an occasional song or laugh, Starrett rounds up a vicious gang that tries to provoke war between the settlers and the Indians in order to profit from the sale of firearms. The plot is uncomplicated, with nary a romance (or a woman for that matter) or a sub-plot in the entire 54 minutes of lively action.

The villain of the piece, is Monte Blue, a trader, although Starrett discovers this only near the end of the picture. While pretending to be a friend of the Indians, Blue is secretly arousing the settlers against them by staging raids which appear to be the work of the Redmen. With the ranchers about to go to war against the Indians, the latter begin to purchase rifles from Blue. His plan is working well, with both the white men and the Redmen blindly heading for war, when Starrett, assisted by a white boy, Tommy Ivo, and his young Indian friend, Don Reynolds, exposes the plot and brings peace to the territory after killing Blue and rounding up the gang.

Action fans will find a full quota of gun play, chases and fights in this Durango Kid film, although it falls short of some of the better pictures in this popular series. Colbert Clark produced and Fred F. Sears directed, from a screenplay by Barry Shipman.

Running time, 54 minutes. General audience classification. For May release.

Hubert Voight Heads Wald-Krasna Unit

HOLLYWOOD, May 21. — Hubert Voight, veteran film publicist, has been appointed merchandising manager in charge of the newly-formed exploitation department established by Jerry Wald and Norman Krasna.

Hearing in Sept. for Denver Trust Action

DENVER, May 21.—The $3,000,000 anti-trust suit of Cinema Theatres against 20th-Fox, Loew's, RKO and Fox Intermountain Theatres has been set for Sept. 24 hearing in United States District Court.

Tax Vote

(Continued from page 1)

considered and voted the exemption.

The change would also affect such items as cameras and film used by portrait photographers, blueprint film, x-ray film and cameras and other "business cost" items. The change would cost the government $18,000,000 annually, of which the motion picture industry would gain a substantial part.

A similar provision was put in the House version of the 1950 tax bill, but eliminated in the Senate.

The committee today also considered but put off for action later a proposal to ease the tax treatment of firms with foreign branches, a proposal in which film companies are keenly interested. At present, subsidiaries do not pay taxes on foreign earnings until they are actually remitted but branches must pay as soon as the money is earned, even though it may be frozen overseas. The change proposed in the committee would defer the tax on branch income until actually remitted. The Treasury, which two years ago recommended the change, today was lukewarm on the subject, pointing out it would cost $50,000,000 a year, and the matter was finally "passed over without prejudice."

Services for Wood

(Continued from page 1)

during World War I. He was effective in opposing burdensome taxation and legislation in Ohio and aided mightily in national legislative campaigns. Possessed of a puckish humor, he created that fictional exhibitor, Jim Mason, of Cherry Valley, whose letters to editors often conveyed an important message.

Martin G. Smith, president of the Independent Theatre Owners of Ohio, paid Wood tribute, saying that in Wood's death he had lost his "truest friend and closest confidant." Also, that "his talents were unique." Trueman T. Rembusch, president of Allied States, will represent the national group at the funeral. Rembusch mourned the loss of "an Allied stalwart, one of the men who gave so much."

Abram F. Myers, Allied counsel and board chairman, praised Wood as "one of the ablest exhibitor leaders whose contributions to the general welfare will become more and more evident as time wears on."

M. Jack Meyer of Columbia Is Dead

Funeral services for M. Jack Meyer, Columbia art director, will be held here this morning at Riverside Memorial Chapel. Meyer died suddenly at New York Hospital Sunday of a heart attack.

Before joining Columbia in 1936 he was associated with the art departments of Ruthrauff and Ryan, Producers Distributing Corp., Pathe and RKO.

Rites for Shellman

BALTIMORE, May 21.—Funeral services were held here today for James Shellman, former film columnist for *The Sun* and theatre publicist, who died last Friday.

TV-RADIO SCROLLS PRESENTED TO FAME-DAILY'S POLL WINNERS



WINNERS of the 1950 MOTION PICTURE DAILY-FAME Television and Radio Polls, named by newspaper and magazine television and radio editors, have been presented with scrolls memorializing their achievement. The presentations were made or acknowledged on the programs of the champions. Accompanying photos show some of the winners with awards.



MARTIN QUIGLEY, JR., editor of Motion Picture Herald, presents scroll to Irving S. Olds, board chairman of U. S. Steel, whose Theatre Guild on the Air was voted radio's best dramatic program.

RONALD COLMAN, voted Film Personality Most Effective on Radio.



GROUCHO MARX, whose "You Bet Your Life" show was voted Best Quiz Show and Best Audience Participation Program.



BILL STERN receives award as Radio's Best Sportscaster of 1950 from Vaughan O'Brien, MOTION PICTURE DAILY.



DINAH SHORE, Radio's Best Popular Female Vocalist of 1950.



DOROTHY KIRSTEN, Best Classical Female Vocalist of 1950 Radio acknowledges her Fame award on NBC program.



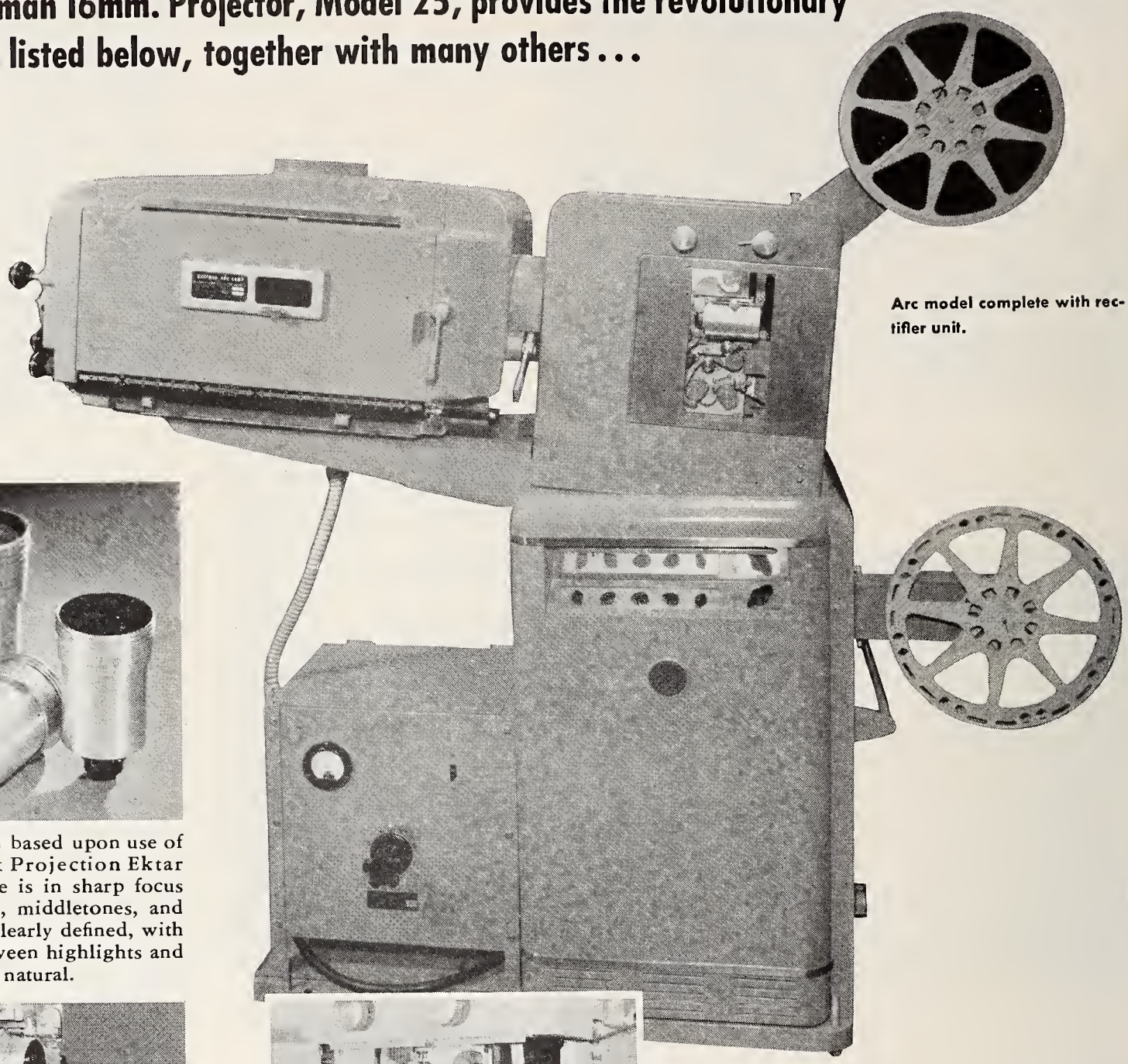
JACK BENNY, Champion of Champions for 1950, and Radio's Best Comedian, looks pleased.



EVE ARDEN, voted Radio's Best Comedienne, exhibits award.

Exclusive with this projector...

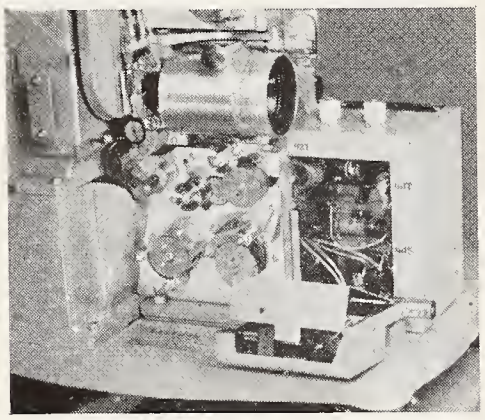
Only the Eastman 16mm. Projector, Model 25, provides the revolutionary new features listed below, together with many others . . .



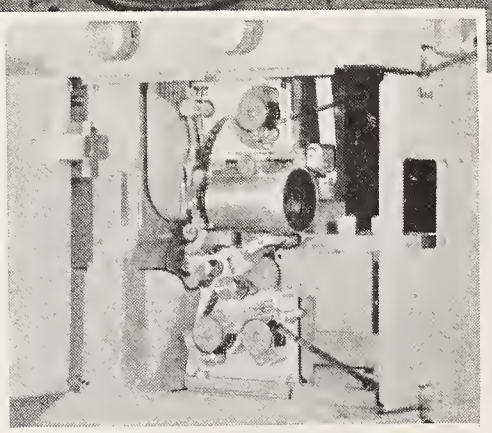
Arc model complete with rectifier unit.



New Optical System based upon use of *Lumenized* Kodak Projection Ektar Lenses. The picture is in sharp focus overall. Highlights, middletones, and shadow areas are clearly defined, with range of tones between highlights and shadows complete, natural.

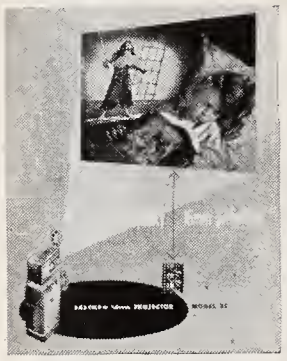


New Sound Reproduction employing "slitless" type sound optical system. Special curved cylindrical lens element forms intermediate image which is imaged on film at further reduction of 3 to 1, giving flat image of uniform width and constant intensity.



New Heavy-Duty Mechanical Design establishes new standards of 16mm. performance. For example: shock forces in each essential kinematic unit are isolated; accelerators in intermittent system are cushioned; geneva star movement is of advanced design.

For further information and prices, write for copy of new 16-page book, "Theater Quality 16mm. Projection."



Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 100 NEW YORK, U. S. A., WEDNESDAY, MAY 23, 1951 TEN CENTS

Film Price Rise Slight, Compo To Tell Public

Cites Soaring Index In Commodity Field

The Council of Motion Picture Organizations yesterday set out to circulate to the public, through local theatres and the press, the message that film admission prices in five years have been increased comparatively little against increases in the cost of living.

Basing its calculations on figures from the U. S. Bureau of Labor Statistics, COMPO declared that the average rise in admission prices in the five years of 1945-1950 was only 11.3 per cent, less than one-third of the 38.7 per cent rise in the cost of living in the same period.

Against the 11.3 per cent rise in film theatre ticket prices, COMPO compares the Labor Bureau estimates of a 55.2 per cent rise in the cost of

(*Continued on page 3*)

Myers Unaware of Any Bid Meeting

WASHINGTON, May 22.—Abram F. Myers, general counsel of Allied States Association, said he has no plans at present for discussions with distributors on arbitration and competitive bidding, but that he would be available if any distributor showed an interest.

Pointing out that the Allied board meeting had left the matter entirely in his hands, Myers said that he did not want to spend time and money going to New York if the distributors were

(*Continued on page 3*)

Loew's Executives to Barron Dedication

A group of Loew's-M-G-M home office executives will attend the dedication ceremonies of the Carter T. Barron Memorial Amphitheatre in Washington's Rock Creek Park on Friday evening. Headed by Nicholas M. Schenck, company president, the contingent will include Joseph R. Vogel, J. Robert Rubin, Leopold Friedman, Howard Dietz, Oscar A. Doob, John Murphy, Ernest Emerling, Si Seadler, Dan Terrell and Harry Bernstein.

President Truman will be the keynote speaker.

Revisions, Directors' Okay Hold Up 20th-Fox Decree

New 3-Year Pact For Sol Schwartz

The board of directors of RKO Theatres Corp. has approved a three-year contract for the services of Sol A. Schwartz, chief executive of the circuit.



Sol Schwartz

Schwartz, who has been president of RKO Theatres since the inception of the new theatre company last Jan. 1, started his theatrical career with the circuit 29 years ago as an assistant manager at the Alhambra Theatre here. Schwartz managed a number of RKO theatres in

(*Continued on page 3*)

Majors to Send 225 Pictures to Italy

Under the new Italian agreement, which John G. McCarthy, Motion Picture Export Association vice-president will sign in Rome today, the nine MPEA companies will send to that country 225 pictures a year. The figure was determined by the American companies to be the minimum to meet the needs in Italy.

The agreement is for two years and becomes effective June 1, 1951. Formal

(*Continued on page 3*)

Last minute revisions in the 20th Century-Fox consent decree and the necessity for approval of its final terms by the directors of both 20th-Fox and its theatre subsidiary, National Theatres, are holding up release of details, it was learned here yesterday.

The decree is scheduled to be entered in the New York Statutory Court here on Monday and the Department of Justice had planned to release the text in Washington yesterday.

However, a 20th-Fox spokesman said yesterday that Fred Pride, the company's special counsel handling the negotiations with the government, is still in communication with the Department of Justice from Denver, where Pride is, and that the decree is not yet in its final form.

In addition, the 20th-Fox and National boards have not yet met for final consideration of the terms. Their

(*Continued on page 3*)

Guilds Defer Action On Pay Cut Plan

HOLLYWOOD, May 22.—Representatives of the Hollywood guilds who met here last night to consider implications of the 20th Century-Fox voluntary salary reductions plan with a view to formulating a uniform policy thereon, postponed action until further details of the plan and the company's exact intent have been received.

Numerous questions raised at the meeting went unanswered, it was said, due to a lack of precise information. Officials of the guilds said that no

(*Continued on page 3*)

CORWIN GIVES MAJORS CHANCE TO RECTIFY COAST SITUATION

HOLLYWOOD, May 22.—Sherrill C. Corwin, in behalf of his Metropolitan Theatres Corp., disclosed here today that the anti-trust suit filed in Federal Court yesterday against five major distributors "refrained from asking the court to award us damages against these companies because we honestly believe that these companies should be given an opportunity to rectify the situation before they are required to pay us for our losses.

"No one realizes better than myself and my associates the crippling effect which treble damage suits under the anti-trust laws can have upon the industry," he stated. "On the other hand, if the Orpheum cannot be reopened with an adequate supply of the product within a reasonable time, our company will have no alternative but to seek to recover our losses from the distributors, and possibly certain exhibitors, who have been responsible for these losses."

Metropolitan filed against Loew's, Paramount, 20th Century-Fox, Warner and RKO Pictures. The complaint stated that the Orpheum lost $80,000 between June 1 of last year and May 10, 1951, when it closed, due

(*Continued on page 3*)

U. K. Theatre Prospects 'Good:' Rank

To Be 'Responsible' for 20 Pictures This Year

By MANDEL HERBSTMAN

Theatre business in Britain is "holding up and prospects are good," J. Arthur Rank declared yesterday on his arrival here aboard the *S.S. Queen Elizabeth.*

The head of the J. Arthur Rank Organization said grosses in his circuit for the first quarter of this year were slightly higher than the previous year. He stated that he looked for further improvement if and when the entertainment tax is alleviated.

Regarding production, Rank stated that his organization will be "responsible" for 20 films this year, and 20 in 1952, implying that some will be made jointly with other producers.

Asked about joint production deals

(*Continued on page 3*)

Coast Seminar Now Set for July 23-25

July 23-25 are the new dates for the industry round table discussions in Hollywood, it was disclosed here yesterday by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations. The discussions had been originally scheduled for June 11-12.

Mayer said the postponement was caused by the need for more time in which to complete an agenda and a formula of representation for the vari-

(*Continued on page 3*)

$125,000 Increase In Disney Profit

HOLLYWOOD, May 22—An increase in net profits of more than $125,000 in the first six months of the year ended last March 31 over the same period in 1950, rising from $75,905 last year to $201,914 this year, was reported here yesterday for Disney Productions.

Company president Roy Disney disclosed that gross income for the current period totalled $2,577,845, against $2,251,444 for the corresponding six months last year.

The 1951 six months net was equal,

(*Continued on page 3*)

MPA TV Group to Meet Here Today

Washington, May 22. — The Motion Picture Association of America's television committee is scheduled to meet in New York tomorrow to start mapping plans for this fall's theatre television hearings before the Federal Communications Commission.

NCAA Unit Meets Friday on TV Games

Theatre televising of collegiate football games this fall will have the top spot on the agenda of the National Collegiate Athletic Association's television committee meeting on Friday at Philadelphia.

Before the committee, which has already sharply curtailed home televising of the games, will be a proposition made by United Paramount Theatres and another group of houses headed by Fabian Theatres to put a number of big games on theatre screens before a paying audience.

TV Installations

Reports that the exhibitors have agreed to have 150 theatre TV installations for the fall season are considered optimistic here, as previous estimates have been that at best 100 houses in the U. S. would be so equipped by the end of the year. Not all of these theatres will be on the coaxial cable which would carry the telecasts.

Robert O'Brien, UPT secretary-treasurer, and Nathan Halpern, theatre TV consultant to Fabian and the Theatre Owners of America, have been negotiating with Tom Hamilton, chairman of the NCAA group, but terms offered the colleges have not been made public.

Phonevision, Skiatron

Also before the committee will be a proposal for the use of Phonevision and Skiatron's Subscriber Vision on an experimental basis. Phonevision's test run, however, is concluded and Skiatron has not yet formally applied for permission to conduct a test this fall in New York.

20th's 'The Frogmen' Opens Tomorrow

NORFOLK, Va., May 22.—A battle-eye view of the Navy demonstrations surrounding the first showing of 20th Century-Fox's "The Frogmen" at the Little Creek Amphibious Base in Norfolk on Thursday and Friday will be one of the highlights of the world premiere of that production. The Navy informed the film company that the 30 press men taking part in the activities will see the underwater demolition maneuvers from aboard an LCP.

Another press event for the visiting newspaper, magazine, radio and trade paper representatives will be an interview with Admiral William Fechtelier, commander-in-chief of the Atlantic Fleet.

Personal Mention

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, has returned here from a cross-country trip.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by his assistant, BERNARD LEVY, and AL SICIGNANO, is in Poughkeepsie, N. Y., from here on business.

•

SAMUEL GOLDWYN has received a citation from the National Father's Day Committee for being "an outstanding American Father."

•

JOSEPH M. SCHENCK has changed his plans to return to the Coast immediately and will remain in New York for another week.

•

DON PRINCE, RKO Pictures Eastern publicity director, is due to return here today from Atlanta.

LOUIS R. LURIE was in Chicago yesterday from Washington and plans to return to San Francisco from there.

•

SHERRILL CORWIN, president of North Coast Theatres, is due in San Francisco today from Hollywood for a two-day conference with district manager GRAHAM KISLINGBURY.

•

JOSEPH GEVAERT, vice-president of Gevaert Film Co., Antwerp, and actor DONALD CRISP are due here today from Europe aboard the *S.S. America*.

•

OSCAR F. NEU, president of the Theatre Equipment Supply Manufacturers Association, is in Washington from New York.

•

B. R. WOLFE, Pacific Coast division manager of National Screen Service, has arrived in San Francisco on business.

Not a Communist, Ferrer Testifies

WASHINGTON, May 22.—Academy Award winner Jose Ferrer admitted to the House Un-American Activities Committee today that he might have been "careless" in lending his name to Communist-front movements but stoutly denied he was either a Communist or Communist sympathizer.

He spent a full day on the witness stand answering questions about how he came to appear at one benefit or another or how his name appeared on some suspect organizations' sponsor list. Finally, he was excused to return Friday for further questioning by Committee members.

Tomorrow the Committee will hear writer Budd Schulberg, identified as a one-time party member by a previous witness. Schulberg will appear voluntarily.

Admits 'Carelessness'

Ferrer said that "I am not now, never have been or ever could be a Communist," nor has he ever been a "sympathizer with any Communist causes," but when Committee counsel Frank Tavenner, Jr., and chairman Wood asked him about specific activities, Ferrer admitted to "carelessness" and repeatedly assured the Committee that "if I had known it was a Communist activity, I would never have authorized the use of my name."

Ferrer got into specially hot water over his sponsorship of the candidacy of Communist leader Benjamin Davis for New York City Councilman. He said he thought Davis was endorsed by the Democratic Party.

Andy Smith to Maine

In reply to a query regarding reports of affiliation with a projected production-distribution company, Andy W. Smith, former 20th Century-Fox sales vice-president, said yesterday that he had not discussed the matter with any of the principals. He plans to leave next month for Maine, where he will vacation until after Labor Day.

Amusement Field In Drive for UJA

Plans were completed here yesterday for an industry-wide campaign for the United Jewish Appeal, at a meeting of the executive committee of the UJA amusement division. Sam Rosen of Fabian Theatres presided.

Several industry executives, including William J. German, of J. Brulatour Inc., will devote next week exclusively to the drive. Barney Balaban, Paramount Pictures, also made commitments of time to the campaign.

Speaking for Columbia, Abe Schneider, division co-chairman, announced that the firm would contribute over $60,000 this year. Other major companies also made pledges surpassing 1950 records.

Others attending the UJA executive committee meeting were William Brenner, Simon Fabian, Irving H. Greenfield, Philip Hodes, Arthur Israel, Jr., Jack Lang, Chic Lewis, Harry Mandel, Charles B. Moss, Tom Murtha, Samuel Rinzler, Fred J. Schwartz, Sol A. Schwartz, Morris Seider, Solomon Strausberg, Morton Sunshine, and Max Youngstein.

Levine Installed as Cinema Lodge Head

Martin Levine, Brandt Theatres executive, was installed as president of New York's Cinema Lodge of B'nai B'rith at a dinner-meeting at Rosoff's here last night.

Installed as vice-presidents were: Harold L. Danson, Milton Livingston, Richard Malkin, Louis A. Novins, Arthur H. Schwartz, Robert K. Shapiro and Al Wilde. Jack Weissman was installed as secretary, Jack H. Hoffberg as treasurer, and Albert A. Senft as Chaplain. Executive Committee members who were installed were Max Blackman, Leo Jaffe, Julius Collins and Fred Schwartz. Lester Gutterman, district Grand Lodge No. 1 executive, was the installing officer.

Newsreel Parade

ARMED FORCES DAY and news flashes from Korea are current newsreel highlights. Other items include the embargo on Red China and sports. Complete contents follow:

MOVIETONE NEWS, No. 42 — Armed Forces Day. UN repulses major attack in Korea. Gen. Ridgway reviews Tokyo WACS. China embargo voted by UN. Convicts take over prison. AFL show in Chicago. Track meet. Jet model.

NEWS OF THE DAY, No. 276—President Truman urges all to back Korea troops. UN votes embargo on arms for Red China. Korea report. Waterfront fire in Philadelphia. Unions display skill. Los Angeles relay. Racing.

PARAMOUNT NEWS, No. 79—Armed Forces Day. "Golden Circle" of starlets. Britain Paratroops train. UN votes embargo on Red China. America sends 14 Thunder Jets to France. Italy's race of the candles.

TELENEWS DIGEST, No. 21-A—Korea report. Pennsylvania Railroad accident. Armed Forces Day. Gen. Eisenhower inspects Dutch troops. London monument to pilgrims unveiled. Congressional Medal to three heroes. Tugboat regatta.

UNIVERSAL NEWS, No. 458 — Armed Forces Day observed by the nation. Philadelphia train wreck. "I Am an American Day" rally. Texas tornado. News flashes from the sport world: Preakness handicap.

WARNER PATHE NEWS, No. 81—The nation honors its Armed Forces. Ceremonies in Washington, New York, Staten Island, France, Tokyo and Korea. News flashes from the world of sports: Preakness handicap.

Trade Press Views DeMille's 'Show'

PHILADELPHIA, May 22.—New York trade press representatives journeyed to this city today to observe the final location shooting with Ringling Brothers' Circus of Cecil B. DeMille's forthcoming Paramount production, "The Greatest Show On Earth."

Four of the picture's stars, Betty Hutton, Dorothy Lamour, Cornel Wilde and Gloria Graham, appeared as part of the regularly scheduled evening performance with DeMille's cameras recording their turns in and above the sawdust rings.

Prior to the performance the trade press journalists had dinner with DeMille, members of his staff and the stars of the picture. Present from New York were Joe Priory, *Film Daily;* Charles L. Franke, MOTION PICTURE DAILY; Mel Konecoff, *The Exhibitor;* Al Piccoult, *Harrison's Reports;* Tom Kennedy, *Showman's Trade Review;* James Jerauld, *Boxoffice;* Alan Ames, *The Independent Film Journal;* and Jack Harrison, *Hollywood Reporter.*

U-I's Laurie, Curtis To Aid 'Prince'

Universal-International has set a 16 key-city tour for Piper Laurie and Tony Curtis, co-starred in "The Prince Who Was A Thief," Technicolor.

Starting in Chicago on Sunday, they will visit New York, Boston, Buffalo, Pittsburgh, Baltimore, Washington, Philadelphia, Cleveland, Detroit, Milwaukee, Minneapolis, St. Paul, Des Moines, St. Louis and Indianapolis.

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Rank Says

(Continued from page 1)

with American producers, he asserted that he has no specific commitments but was always "looking for joint deals."

He said while here he will confer with Spyro P. Skouras, 20th Century-Fox president, but the subject of the conference will not be on any joint production deal. He also will confer with Nate J. Blumberg, Universal president. The subject and details of his forthcoming conferences were not disclosed.

Asked if there is going to be any change in the distribution set-up with Universal, Rank said he didn't anticipate any. He refused to comment on new distribution arrangements for pictures which Eagle Lion Classics formerly handled, intimating that he would look into the matter while here.

Probably due to the 12-hour delay in docking the *Queen Elizabeth* in New York harbor because of fog and tides, Rank was perfunctory and impatient with reporters.

His itinerary while here will include a visit to Chicago and Toronto, returning to England at the end of the month.

On the pier to greet him were John Davis, general manager of Rank Enterprises who arrived by plane yesterday morning and Robert Benjamin, chief of Rank Enterprises in the U. S.

Myers on Bidding

(Continued from page 1)

not seriously interested. "I am interested in solutions, not stalemates," he declared. "When I find anyone in New York sincerely interested, I will be available."

'Hard' Bows on Coast

HOLLYWOOD, May 22.—RKO Pictures tonight flew 75 persons to San Francisco for all-day ceremonies preceding the opening of "Hard, Fast and Beautiful," at the Golden Gate Theatre tomorrow night.



Review

"Hard, Fast and Beautiful"

(*RKO Pictures*) *Hollywood, May 22*

TAKING A CUE from the title, Ida Lupino's new directorial effort can be described as combining the hard working efforts of a splendid cast, in a fast moving piece of widely marketable merchandise, telling a beautifully knitted tale about the commercialization of amateur sports.

While not necessarily related to the theme of fixed sports such as that which has occupied considerable newspaper attention in scores of the country's papers within the past year, that attention should arouse interest in this contemporary drama depicting the manner in which amateur sports can be commercialized without the knowledge of the contenders.

Stressing feminine values with fine focus, Director Lupino steers Claire Trevor through a polished portrayal of an over-ambitious mother intent upon getting the most out of daughter Sally Forrest's prowess as a high school and then an active amateur tennis player. Miss Forrest's portrayal is highly commendable, to say the least. She is aided and abetted most ably by Robert Clarke, Carleton Young and Kenneth Patterson. The production is particularly powerful in its appeal to the distaff element of all ages.

Far from the beaten path, the picture is chock full of promotional angles. The script, by Martha Wilkerson, moves rapidly from Miss Forrest's tennis-playing high school days to the pinnacle of success as the world's amateur champion, which she reaches under the connivance of her mother in conjunction with a money-hungry promoter, who ties in Miss Forrest's efforts publicly with various commercial firms for pay-offs. The girl breaks with her sweetheart because of his protests to the mother against commercializing, but eventually the girl learns the truth and after a title match—which she wins, of course—she retires from sports. The suspense is particularly marked in the tennis matches, produced with skill and accuracy by Collier Young.

Running time, 76 minutes. General audience classification. Release Date, not set.

Disney Profit

(Continued from page 1)

after payment of a quarterly preferred dividend of 37½ cents per share last Jan. 1, to 30 cents a share on the 652,840 common shares outstanding. For the same period last year the net profit of $75,905 was equal to 10 cents per common share.

For the remainder of the 1951 fiscal year, ending Sept. 29, Disney said the company expects continued profitable operations at about the same pace as the first six months.

Blocked Sterling

Blocked English sterling will be used for "The Story of Robin Hood," all-live action feature now being produced in England, Disney reported. Like "Treasure Island," also produced in England, the effect of this production and worldwide distribution will be to keep the company abreast of its accumulation of unremittable sterling, and, "over the long pull," to convert this sterling to dollars, Disney said.

Study of the way in which Disney's library of features and shorts may be used on television and also of the company's eventual position and policies for that medium, is currently one of management's more serious tasks, Disney reported.

New Schwartz Pact

(Continued from page 1)

the Metropolitan area and in 1938 he was made division manager, four years later becoming Western zone manager, and in 1946 he was named general manager. From this position he was elected a vice-president in charge of all theatres, and with the reorganization, became president of the company.

Battison to Speak

John Battison, associate editor of *Tele-Tech Magazine* and author of "Movies for TV," will be the guest speaker at the National Television Film Counsel luncheon-meeting today, it was announced here by Andy Jaeger, NTFC president.

Prices Up Slightly

(Continued from page 1)

food, 38.7 per cent in the general consumer price index, 31.9 per cent in apparel and 22.7 per cent in rent.

"Despite soaring operating costs, the movies continue to hold their price line as America's cheapest entertainment," stated COMPO.

COMPO is circulating a printed graph illustrating the increases in the aforementioned cost of living and related fields as compared with the admission rise.

"It is our hope that the heads of various exhibitor organizations will advise their members that copies of this graph are available for their use. We believe it should be displayed prominently in the lobby of every theatre and otherwise accorded all possible publicity so that the public may know that our industry, far from adding to the inflation spiral, has kept its prices at a reasonable level," COMPO said.

COMPO will furnish exhibitors with copies of the graph.

Pictures to Italy

(Continued from page 1)

signing will take place in July.

A condition of the agreement is that there will be unrestricted importation and distribution of American films in Italy. Over and above the 225 pictures some 50 or 60 American films, mostly from independents, will be sent in to fill the needs of Italian distributors and exhibitors.

Coast Seminar

(Continued from page 1)

ous exhibitor groups that will send delegates to the sessions. A meeting of exhibitor leaders at which these two items will be considered will be held in New York on June 5.

Arrangements for the postponed sessions are now being made by Art Arthur, executive secretary of the Motion Picture Industry Council in Hollywood.

Increase Priorities For Repair Work

Washington, May 22.—The National Production Authority ruled today that businesses can issue priorities for materials needed for maintenance, repair and operations up to 120 per cent of their average quarterly expenditures on these items in 1950. Until now, firms have been held to priorities for 100 per cent of their 1950 use.

Guilds Defer Action

(Continued from page 1)

members have yet received a specific request to accept a reduction.

Indications are another meeting will take place after the company's proposal has been reduced to concrete terms so that attorneys for the guilds can determine whether the working conditions clauses of basic contracts empower the guilds to deal legally with salary adjustments which do not affect specified minimums.

Some Already Accept

The 20th-Fox proposal already has been accepted by many executives and department heads. Under it, those earning $500 to $1,000 weekly would take voluntary reductions of 25 per cent; 35 per cent on $1,000 to $2,000 and 50 per cent above that amount. The cuts could be recouped by participations in 50 per cent of company profits on a yearly basis for the next two-and-one-half years.

About 35 representatives of the Screen Actors Guild, Screen Directors Guild, Screen Writers Guild and Screen Publicists Guild and the Artists' Managers Guild attended last night's meeting.

Corwin Gives

(Continued from page 1)

to the inability to obtain first-runs, and is sustaining a continuing loss of $1,500 weekly.

Myers to Appear Before House June 7 on Trust Bill Statute

WASHINGTON, May 22.—The return appearance of Allied States Association general counsel Abram F. Myers before the House Judiciary sub-committee has been tentatively set for June 7. Myers is testifying on a bill to set up a uniform six-year Federal statute of limitations on private treble damage anti-trust suits, and did not finish his testimony in an earlier appearance.

20th-Fox Decree

(Continued from page 1)

acceptance is needed before the decree can be entered.

The revisions are believed to deal with provisions for divestiture, which are said to be extremely complex, the solution for many situations depending upon a number of contingencies and future probabilities. The major aspects of divorcement follow the provisions of the previously entered Paramount, RKO and Warner decrees. Many of the basic terms were disclosed at the 20th-Fox stockholders meeting last week by Otto E. Koegel, 20th-Fox chief counsel.



BUSINESS CONDITIONS? He could be worry-

Above: From M. P. Herald issue May 12th



WHAT MAKES RONALD SMILE?

Last week a picture of a worried little boy (*shown at the top of this page*) appeared in Motion Picture Herald. His name is Ronald, young son of Irving Dashkin of the Savoy Theatre, Jamaica, N. Y.

An M-G-M representative was sent to the Savoy Theatre with an advance copy of M-G-M's announcement of its forthcoming Spring and Summer product. Mr. Dashkin and son were photographed afterward. Leo, that Friendly Lion, knows how to bring smiles to the faces of people in our industry.

(Continue)



"That's how Ronald and his dad looked after they heard the good news!"

There's good news from M-G-M for the family of every exhibitor. M-G-M is celebrating its 28th Birthday right now, an appropriate occasion to tell the trade about 16 pictures coming from now to September. Millions of dollars in ticket-selling celluloid released during a period when showmen need them most. Here are just a few of them:

Starting off with phenomenal "CARUSO" *(Tech.)*
Sensation of our generation!
Next "GO FOR BROKE!" a solid hit in
All of its first engagements!
A wealth of Big Technicolor Musicals:

"SHOW BOAT"—fabulous Technicolor Giant.
It's the "'Gone With The Wind' of Musicals!"
"RICH, YOUNG AND PRETTY"—it's terrific! *(Tech., too!)*
"EXCUSE MY DUST"—songs, fun, romance! *(Yes, Tech.)*
Next! The heavily promoted "TERESA"
3rd month in N. Y.! A proven hit in tests!
"THE LAW AND THE LADY"—comedy smash!
"NIGHT INTO MORNING"—a real "sleeper"!
"BEHIND THE LAW"—timely power-house!
And in early Fall comes the mightiest musical of all!
"AN AMERICAN IN PARIS"—To Gershwin Music!
Technicolor glories surpassing anything ever!
Plus more M·G·M hits than there's room for here!

★

Watch the mails for detailed announcement in conjunction with M-G-M's 28th Birthday Celebration!

HAPPY DAYS ARE HERE AGAIN!

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS	LIPPERT
Apr. 15	(Apr. Releases) VALENTINO (Color) Anthony Dexter Eleanor Parker D—105 min. (Rev. 2/16/51)	SOLDIERS THREE Stewart Granger Walter Pidgeon CD—83 min. (Rev. 3/13/51)		(Apr. Releases) MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50)		MY FORBIDDEN PAST Ava Gardner Robert Mitchum D—81 min. (Rev. 3/21/51)	(Apr. Releases) YOU'RE IN THE NAVY NOW Gary Cooper Jane Greer CD—93 min. (Rev. 2/23/51)	(S. P. Eagle) WHEN I GROW UP Robert Preston Martha Scott D—90 min. (Rev. 4/13/51)	SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—72 min. (Rev. 5/22/51)	(Apr. Releases) UP FRONT David Wayne Tom Ewell C—92 min. (Rev. 3/2/51)		
Apr. 22	SANTA FE (Color) Randolph Scott O—89 min. (Rev. 5/8/51)	THE GREAT CARUSO (Color) Mario Lanza Ann Blyth MD—109 min. (Rev. 4/13/51)		QUEBEC (Color) Corinne Calvet Patric Knowles D—85 min. (5017) (Rev. 2/28/51)			I CAN GET IT FOR YOU WHOLESALE Susan Hayward Dan Dailey D—91 min. (Rev. 3/14/51)	(Sherrill Corwin) THE MAN FROM PLANET X Robert Clark D—76 min. (Rev. 3/13/51)	(J. Arthur Rank) OLIVER TWIST Robert Newton Alec Guinness D—105 min. (Rev. 4/30/51)	DOUBLE CROSSBONES (Color) Donald O'Connor C-76 min. (Rev. 11/20/50)	ONLY THE VALIANT Gregory Peck Barbara Payton O—105 min. (Rev. 3/6/51)	
Apr. 29	(Reissue) REX, KING OF THE WILD HORSES O—66 min. (Rev. 3/14/47) WHIRLWIND Gene Autry O—70 min. (Rev. 4/6/51)	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C (5112)		BUCKAROO SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)	TOKYO, FILE 212 Florence Marly D—84 min. (Rev. 4/24/51)	KEFAUVER CRIME INVESTIGATION (News Feature) 52 min. (Rev. 3/28/51)	(Rob't. Stillman) TRY AND GET ME Kathleen Ryan Lloyd Bridges D—92 min. (Rev. 12/6/50)	(Wm. Dieterle) VOLCANO Anna Magnani D—110 min.	MA AND PA KETTLE BACK ON THE FARM Marjorie Main Percy Kilbride C—80 min. (Rev. 3/23/51)		DANGER ZONE H. Beaumont Edward Brophy D (Release: 4/20/51)
May 6	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51)		BLAZING BULLETS Johnny Mack Brown O—51 min. (5142)		BULLFIGHTER AND THE LADY Robert Stack Joy Page D—87 min. (5009) (Rev. 5/1/51)		(May Releases) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51)	(Doug. Sirk) THE FIRST LEGION Charles Boyer Lyle Bettger D—86 min. (Rev. 4/11/51)		(May Releases)	I WAS A COMMUNIST FOR THE FBI Frank Lovejoy D—83 min. (Rev. 4/19/51)	PIER 23 H. Beaumont Ann Savage D—57 min. (Rev. 5/22/51) (Release: 4/27/51)
May 13	WHEN THE REDSKINS RODE (Color) Jon Hall Mary Castle D—78 min. (Rev. 5/15/51)	HOMETOWN STORY Donald Crisp Jeffrey Lynn Marjorie Reynolds D—61 min. (Rev. 5/8/51)	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)	(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51) THE LAST OUTPOST (Color) Ronald Reagan Rhonda Fleming D—87 min. (Rev. 4/17/51)	IN OLD AMARILLO Roy Rogers Penny Edwards O—67 min. (Rev. 5/22/51) WELLS FARGO GUNMASTER Allan "Rocky" Lane O—60 min. (Rev. 5/15/51)	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D—90 min. (Rev. 4/24/51)	ON THE RIVIERA (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51) RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(Irving Allen) NEW MEXICO (Color) Lew Ayres Marilyn Maxwell D—76 min. (Rev. 5/3/51)	(Herb. Wilcox) ODETTE Anna Neagle Trevor Howard D—105 min. (Rev. 1/4/51)	THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51) KATIE DID IT Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51) SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)	GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	ROARING CITY H. Beaumont R. Travis D (Release: 5/4/51)
May 20	HER FIRST ROMANCE Margaret O'Brien Jimmy Hunt C—73 min. (Rev. 5/3/51)	GO FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	ACCORDING TO MRS. HOYLE Spring Byington D—60 min. (5122)		FUGITIVE LADY Janis Paige Binnie Barnes D MILLION DOLLAR PURSUIT Penny Edwards Grant Withers D—60 min.			(S. P. Eagle) THE PROWLER Van Heflin Evelyn Keyes D—92 min. (Rev. 5/2/51)				
May 27	SMUGGLER'S GOLD Cameron Mitchell Amanda Blake D—64 min. (Rev. 5/15/51) SNAKE RIVER DESPERADOES Charles Starrett Smiley Burnette O—54 min. (Rev. 5/22/51)	NIGHT INTO MORNING Ray Milland John Hodiak D—86 min. (Rev. 5/21/51)	NEVADA BADMEN Whip Wilson O—58 min. (5152)		FIGHTING COAST GUARD Brian Donlevy Forrest Tucker D—86 min. (Rev. 4/27/51)	HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D	(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—96 min. (Rev. 5/4/51)	(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min. (Rev. 5/15/51)		ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)	KENTUCKY JUBILEE J. Colonna J. Porter M—75 min. (Release: 5/18/51)
June 3	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D	MR. IMPERIUM (Color) Lana Turner Ezio Pinza M—87 min. (Rev. 5/8/51)	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)	(June Release) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)		JUNGLE HEADHUNTERS (Color) Documentary 66 min. (Rev. 5/15/51) BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)	THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—92 min. (Rev. 3/6/51) AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD	(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min.	(Jack Schwarz) THE HOODLUM Lawrence Tierney D	(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51) HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D—77 min. (Rev. 5/11/51) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)		LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—82 min. (Release: 6/18/51)
June 10	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min.	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C		SECRETS OF MONTE CARLO Warren Douglas Lois Hall D			(Danziger Bros.) ST. BENNY THE DIP Dick Haymes Nina Foch Roland Young CD—80 min.			INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)	
June 17	CHINA CORSAIR Jon Hall Lisa Ferraday D SILVER CANYON Gene Autry C	EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min.	MONTANA DESPERADO Johnny Mack Brown O (5143)					(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD				
June 24												

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. [illegible] Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 101 NEW YORK, U.S.A., THURSDAY, MAY 24, 1951 TEN CENTS

United Paramount, ABC Set Stock-Swap Merger

Five ABC Directors Join Board of New Company; Goldenson President; Will Sell UPT's Chicago TV Station to CBS

A plan for a merger of the American Broadcasting Company and United Paramount Theatres through an exchange of UPT common and preferred stock for ABC stock was announced here yesterday by Edward J. Noble, ABC board chairman, and Leonard H. Goldenson, UPT president. Five directors from ABC will join the board of the new company, to be known as American Broadcasting—Paramount Theatres, Inc., and Robert E. Kintner, ABC president, will be president of the ABC division. The deal was signed yesterday afternoon.

Goldenson will continue as president of the new company and Noble will be chairman of the new company's finance committee.

The agreement, which was reached within a week of announcements by Goldenson and Noble, that all negotiations were off, brings the theatre circuit into the television picture on a level second only to NBC.

As the new company will have two television stations in Chicago, the UPT-owned station WBKB will be sold to Columbia Broadcasting, provided the Federal Communications Commission approves. The whole deal is contingent upon FCC approval and upon action by the respective companies' boards and stockholders.

The board of the new company will consist of 18 members, 13 of whom, namely, John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Walter W. Gross, Robert L. Huffines, Jr., William T. Kilborn, Walter P. Marshall, Robert H. O'Brien, Herbert

(*Continued on page 5*)

Noble Explains 1st Rejection of Deal

In connection with the planned merger of American Broadcasting Co. and United Paramount Theatres, Edward J. Noble, chairman of the board of ABC, said here yesterday:

"On May 16, 1951, I announced that a proposed merger with United Paramount Theatres, Inc. had been turned down by ABC and gave as our reason that 'ABC could not accept this offer because we are interested only in a

(*Continued on page 5*)

Five-Point Conservation Plan for Films

Print Handling, Care of Equipment Head List

WASHINGTON, May 23.—National Production Authority officials today outlined to the film industry a five-point conservation program, and received promises of support and approval from seven industry groups attending an NPA meeting.

The five points included: More careful film handling, selling unrepairable equipment as junk, substituting for critical materials wherever possible, saving copper drippings and better care of in-car speakers by drive-in operators.

The program was outlined by NPA film chief Nathan D. Golden. Attending the meeting were: Joyce O'Hara, vice-president of the Motion Picture Association of America; Gael Sullivan, executive director of the Theatre

(*Continued on page 2*)

US Files Amendment To Crescent Charges

NASHVILLE, May 23.—The Department of Justice today filed an amendment to its previous general contempt charges against Crescent Amusement Co. and its affiliates, claiming failure to comply with the anti-trust decree filed against them.

A careful examination failed to reveal just what the amendment was intended to add to the complaint, but in Washington, it was said that the amendment "broadened" the original complaint.

Judge Elmer Davies, of the U. S.

(*Continued on page 4*)

J. M. Sugar Heads UA Contract Dept.

Joseph M. Sugar has been named manager of the United Artists contract and playdate department, by William J. Heineman, UA distribution vice-president.

Sugar, formerly a distribution executive with Eagle Lion Classics, entered the industry with Republic in 1936. He now holds the position formerly filled by Paul N. Lazarus, Sr., who resigned from UA some time ago due to ill health.

Illinois Allied to Meet on Price War

Chicago, May 23.—Jack Kirsch, Allied of Illinois president, has called what he describes as "a very important" membership meeting for tomorrow. Included on the agenda is a discussion of the threatened spread of the South Side admission price war which started here two weeks ago.

Wald-Krasna Spend Million Monthly

HOLLYWOOD, May 23.—RKO Radio producers Jerry Wald and Norman Krasna plan to spend $1,000,000 monthly for the next 10 months to complete their 1951-52 schedule of 12 pictures.

Wald-Krasna's $10,000,000 outlay is said to be necessitated by the fact that as many as four pictures may be shooting simultaneously.

"Behave Yourself!" first of their productions, with Farley Granger and Shelley Winters, is completed. "The

(*Continued on page 5*)

House Group May Tackle Reduced Ticket Tax Bid

WASHINGTON, May 23.—Key members of the House Ways and Means Committee said there would be an effort made tomorrow to include in the pending tax bill a proposal to tax reduced price tickets at the price actually charged rather than at the full price.

Such a provision was included in last year's House tax bill but knocked out in the Senate. The industry has long urged such relief.

The problem is that when theatre

(*Continued on page 4*)

PHONEVISION NO THREAT TO THEATRES, DeMILLE HOLDS

PHILADELPHIA, May 23.—Phonevision will not have a serious effect on theatre business, in the opinion of Cecil B. DeMille.

Here from the Coast for the final location shooting with Ringling Brothers' Circus of his Paramount production, "The Greatest Show on Earth," DeMille contended in an interview with the trade press that Phonevision and the motion picture can "live together."



Cecil B. DeMille

The producer supported his contention with evidence supplied by recent entertainment history. He noted that with the advent of each new entertainment medium virtually all existing ones survived and strengthened. The only exception, DeMille reminded, was the itinerant stock show, which died out when the motion picture got into full swing.

But the film theatre, which retained its vigor despite the growth of radio and television, certainly will not have to quit the entertainment scene because of Phonevision, he held.

Interviewed between "takes" of the circus picture, DeMille hailed the development by General Electric of special new "cold" lights which have made filming inside the huge tent possible. The lights give off little heat and for that reason may revolutionize film set illumination in Hollywood, the producer said.

(*Continued on page 5*)

Personal Mention

HARRY BUCKLEY, former United Artists vice-president, is scheduled to leave with MRS. BUCKLEY Tuesday aboard the *S. S. Independence* for a European vacation tour.

•

BEATRICE MELICAN, membership secretary at the Society of Motion Picture and Television Engineers, will be married to FRANCIS MICHAEL CONLON on Saturday at Corpus Christi Church, New York. They will honeymoon in Canada.

•

HILLER INNES, executive assistant to RUSSELL HOLMAN, Paramount's Eastern production head, is due to return today from a two-day business trip to Cleveland and Columbus.

•

JAMES SARNO, head of Paramount's studio national magazine publicity department, is scheduled to return today to Hollywood from New York.

•

GAEL SULLIVAN, Theatre Owners of American executive director, is expected to return here tomorrow from Washington.

•

MOREY GOLDSTEIN, Monogram-Allied Artists general sales manager, left here last night for Boston and will return over the weekend.

•

RICHARD BARE, Warner director, has arrived in New York from Hollywood on a combined business and vacation trip.

•

MAURICE N. WOLF, M-G-M exhibitor relations speaker, addressed the Lion's Club at Anacosta, D. C., yesterday.

•

FRED GOLDBERG, Paramount's promotion manager, is due to return here today from Milwaukee.

•

MAURICE DUKE, producer, is here from the Coast.

SAG of NY to Hold Meeting Tomorrow

The Screen Actors Guild's new contract demands, royalties and developments in television will be among topics to be discussed at the annual membership meeting of SAG's New York branch tomorrow at the Hotel Astor.

It is said to be likely that the guild's fact-finding committee will report on developments in connection with 20th Century-Fox's proposal that upper-bracket talent take a voluntary salary reduction as outlined recently by company president Spyros P. Skouras in a statement to stockholders.

Kenneth Thomson, SAG television administrator, has arrived from Hollywood to attend the meeting. Developments and prospects with respect to SAG's jurisdictional controversy with Television Authority will probably be outlined for the membership by Thomson.

Army Cites Golden For Color Mission

Washington, May 23. — Nathan D. Golden, director of the National Production Authority's film branch, was awarded today the Army's "Certificate of Appreciation" for his services in 1945 when he headed a mission of color experts to Germany to secure the AGFA color formulas. The presentation was made at the Pentagon by Army Secretary Frank C. Pace, Jr., with Defense Secretary Marshall in attendance.

Five-Point Plan

(*Continued from page* 1)

Owners of America; Abram F. Myers, general counsel of Allied States Association; Oscar Neu, head of the Theatre Equipment and Supply Manufacturers Association; Ray Colvin, head of the Theatre Equipment Dealers Association; Richard Walsh, IATSE president; and Ralph E. Binns of the Film Carriers Association.

Sullivan later said that he felt that a series of similar meetings might have to be held to make any sizable effect on the situation, and that "we have a lot of work ahead educating exhibitors to the program."

Representatives of the Society of Independent Motion Picture Producers and the Council of Motion Picture Organizations were slated to attend, but were unable to make it.

Film Handling

The organizations were urged to stress to their members the need for more careful film handling, to make film last longer. It was mentioned that Eastman Kodak would shortly make available to projectionists a booklet on this subject.

Exhibitors were urged to go over all old and obsolete equipment stored away in storerooms and sell as junk any items that cannot be fixed.

Drive-in operators were urged to redouble efforts to prevent cars from leaving the grounds with the in-car speakers, and also to repair rather than throw away damaged speakers. It was mentioned that most operators now find it cheaper to replace speakers rather than to repair them, but the latter course was urged in view of the need to save metals.

A proposed system for periodic pick-ups of copper drippings was outlined, under which in each area the drippings would go to one central point, and from there be turned over to smelters.

NPA officials said, "There was a great desire on the part of all present to cooperate, and there were no objections to any part of the program." Golden stressed that the meeting was not of the industry advisory committee, though one might be set up later.

No mention was made of the NPA construction order, the industry's non-essential classification, or any problems other than conservation, it was reported.

Schulberg Admits Being 'Red' in '37

WASHINGTON, May 23.—Novelist and one-time screen writer Budd Schulberg admitted to the House Un-American Activities Committee today that he had been a Communist Party member in Hollywood from 1937 to 1939, but said that Communist attempts to influence his writing caused him to "backslide" and then drop from the party altogether.

Schulberg, who appeared as a voluntary witness, spent the whole day on the witness stand and was finally excused with commendation from committee members for his "fine" and "valuable" testimony.

Most of Schulberg's story was devoted to detailing Communist Party efforts to control his writings and the writings of other party members. He emphasized that he has actually been in Hollywood "little more than six months" in the past ten years, and declared that "at no time have I in any way renewed my associations with the Communist Party."

The Committee is slated to hear director Frank Tuttle tomorrow. Both Tuttle and his wife Tana have been named by previous witnesses as one-time members. Tuttle has returned from Vienna, where he recently completed directing a film, to testify.

SWG Proposal Would Allow Trade Ads

HOLLYWOOD, May 23.—The board of directors of the Screen Writers Guild on May 28 will submit to the full membership a proposal to repeal a long-standing rule against trade paper advertising by its members and institute what it terms a fair-practice code.

The code would free writers to advertise if they so desired, but would prohibit trade papers from direct solicitation. Instead, solicitation might take the form of a letter, copies of which would clear to members through guild machinery. *Daily Variety* has pending in Federal Court an anti-trust suit against SWG.

United Artists Gets 2 More Productions

United Artists has added two more productions to its program, Ventura Pictures' "Fort Defiance" and Lazar Wechsler's "Four in a Jeep."

An international world premiere in Paris, London, Berlin and New York in mid-June will be held for "Four in a Jeep." The New York premiere will be a pre-release opening on Aug. 24.

Leave on Talent Tour

Jessica Landau, Universal studio representative in New York, accompanied by Al Mendelsohn, home office radio-television contact, left New York yesterday for Baltimore and Washington on the first steps of an 11 key-city tour to help select the participants in the current "Hollywood Screen Test" network television program's eight-week talent hunt in connection with Universal's picture, "Hollywood Story."

'Riviera' Bow Packs Roxy Theatre Here

Twentieth Century-Fox's "On the Riviera," starring Danny Kaye, drew an excellent gross of over $15,000 for its premiere yesterday at New York's Roxy Theatre.

According to A. J. Balaban, general manager of the Roxy Theatre, it was the best 1951 opening day record for the theatre, topping "Call Me Mister," with Danny Kaye on stage. Despite threatening weather, more than 1,400 persons were reported on line before the box-office opened.

Study Moves to Regain 'Essential' Rating for Films

WASHINGTON, May 23.—Top industry officials are considering an attempt to line up various industry groups behind an appeal of the Commerce Department's classification of the film industry as non-essential for draft and manpower purposes.

There is some thought of making this appeal through the Council of Motion Picture Organizations, it was reported.

Some weeks ago, Commerce dropped the film industry from the list of industries whose workers might be considered for deferment as essential. There was an immediate protest from all segments of the industry, and Motion Picture Association of America officials said they would appeal.

There has been no such appeal made, however, although some time has gone by. Inquiry today revealed that there is some feeling in the industry that the MPAA alone has no status to make such an appeal, and cannot and should not be put in the position of appealing for the entire industry.

Some officials feel a wider support must be enlisted for any such appeal to be successful. Hence the consideration of making the appeal through COMPO or some other group embracing exhibitors, labor and other segments of the industry as well as producers and distributors.

Set Plans for Drive For Al Schwalberg

Oscar Morgan, national captain of Paramount's "Salute to Al Schwalberg" sales drive; Jerry Pickman, honorary national captain; and Monroe Goodman, national coordinator, met here yesterday with home office department heads to set plans for the sales tribute to the president of Paramount Film Distributing Corp.

The drive is scheduled for July and August. No money prizes or other inducements are being offered. During the drive period five top Paramount pictures will go into release; "Passage West," "Ace in the Hole," "Peking Express," "That's My Boy" and "Warpath."

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SOON

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EVENT!



"Strangers ON A train"

IT'S OFF THE BEATEN TRACK!

A girl in love with young America's idol--and a good-looking stranger in search of sensation-- that's how it all began..! ***Warner Bros.*** *bring a pounding new tempo to motion picture excitement!*

STARRING **FARLEY GRANGER** **RUTH ROMAN** **ROBERT WALKER**

WITH LEO G. CARROLL • Screen Play by Raymond Chandler and Czenzi Ormonde

Ticket Tax

(*Continued from page* 1)

owners give reduced prices to students or other groups, the 20 per cent admission tax must be calculated not on the price actually charged but rather on the full price. This means the total price, including tax, is much higher than if the tax were figured on the price actually charged.

Rep. Mills (D., Ark.) said he might also bring up tomorrow the proposal of the Arkansas Theatre Owners Association to tighten the tax treatment of drive-ins. The TOA unit contends that the admission tax should be levied on a per-person basis rather than on the basis of the price per car, charged regardless of the number of occupants.

Credit Cutback

Meanwhile, the Committee today voted to cutback the credit under the excess profits tax from 85 percent of the average earnings during the three best years from 1946 to 1949 to 75 per cent of that average. It also voted to boost the over-all corporate tax ceiling to 70 percent. It earlier had voted to boost this from the present 62 per cent to 67 per cent, and the additional boost today was tied in to the excess profits tax cutback.

'Frogmen' Group to Leave Here Today

A contingent of 21 newspaper, trade paper, magazine and radio representatives will take off from Newark Airport today to attend the ceremonies launching 20th Century-Fox's "The Frogmen" at the Norfolk Naval Base tonight.

Scheduled to leave here are Robert Brown, *Argosy Magazine;* George Torrie, New York *Daily News;* Allen Keller, N. Y. *World-Telegram* and *Sun;* Bob Spellman, N. Y. *Journal-American;* Paul Sann, New York *Post;* Jesse Zunser, *Cue;* Louis Berg, *This Week;* Gerald Green and Joseph Vadola, NBC-TV; Alton Cook, N. Y. *World-Telegram and Sun;* Leo Mishkin, *Morning Telegraph;* Mark Barron, Associated Press; C. Edmunds Allen, United Press; Robert Plumb, N. Y. *Times.*

The film trade press will be represented by Martin Quigley, Jr., *Motion Picture Herald;* Alan Ames, *Independent Film Journal;* James Jerauld, *Boxoffice;* Mel Konecoff, *Exhibitor;* Al Picoult, *Harrison's Reports;* Joe Priore, *Film Daily;* and Barney Stein, *Film Bulletin.*

Going from Washington will be Tony Muto, Washington representative for 20th Century-Fox and from 20th Century-Fox's New York office are David Golding, publicity manager; Stirling Silliphant, promotion manager; Meyer Hutner, New York newspaper contact, and Ira Tulipan, trade paper contact.

Reviews

"Passage West"

(*Paramount*)

A HANDFUL of prison-breaking convicts join forces with an itinerant religious sect to form an outdoor action drama that mixes moralities and conflicts. Producers William Pine and William Thomas have given "Passage West" a sturdy production frame, including Technicolor. Devotees of the large scale action dramas should respond gratifyingly.

John Payne heads the band of six hard-bitten outlaws who stumble upon the settlement-seeking religious group and take command of their wagon train at gun point. Spiritual leader of the group is Dennis O'Keefe, a man who acts with the gentleness of deep inner strength. Fearing recapture, the convicts decide they can be safest by travelling with the religious train. Wanting to make time, Payne and his men drive and bludgeon the group on mercilessly.

The romantic complication in Lewis R. Foster's screenplay revolves around Arleen Whelan, organist for the group who is about to become O'Keefe's wife. Despite Payne's cruelty, Miss Whelan somehow becomes attracted to his strong, manly ways. In time a savage brawl develops between Payne and O'Keefe and the latter administers a severe beating to the former. Interested in redeeming Payne spiritually, however, O'Keefe allows him to stay on with the wagon. Presently the outlaws decide to venture out on their own, are recognized in town and come scurrying back to the train. The climax of the story is reached when the convicts, working on a rock quarry, find gold. At this point some of their basest instincts emerge. There is but one way in which Payne can show his final appreciation to the sect. He takes that way by blowing up the convicts and himself in the cave with dynamite.

Foster also directed, from the story by Nedrick Young.

Running time, 89 minutes. General audience classification. For July release.

MANDEL HERBSTMAN.

"Tony Draws a Horse"

(*Rank-Pinnacle Production—Fine Arts*)

THERE ARE SOME, although not many British film comedies which achieve wide appreciation in the American market. This one of the odd title should, for it is highly amusing fare in a light vein depicting a rollicking tale with an excellent cast, which pokes fun at the British as they are shown at their worst and at their best.

The Britishers typed were cast at their best, with Cecil Parker starring. He underplays to the credit of both the production and himself, believably pointing up the awful confusion and predicament of the father of a rather precocious and rebellious youngster, played by Anthony Lang, who takes full advantage of the urgings of his mother to promote his "self-expression."

This J. Arthur Rank production was quite ably directed by John Paddy Carstairs, who nurtures his work to get every last laugh in the script, written by Brock Williams, from the novel by Lesley Storm. Williams also produced and in his dual capacity he influences many witty performances by his cast. Tony of the title is the youngster; he likes to draw and paint pictures, but he insists upon using his crayons and brushes on doors and walls, to the chagrin and embarrassment of his father, Parker. The mother, Anne Crawford, a stickler for progressive education, wreaks her marriage for a spell after several disagreements over the boy's up-bringing, but the finale brings the family together, in peace and quiet, with the aid of a bamboo cane applied in the proper direction.

Others in the cast are: Derek Bond, Barbara Murray, Mervyn Johns, Barbara Everest, Edward Rigby, Dandy Nichols, Ann Smith, Susan Dudley, Marjorie Gresley.

Running time, 90 minutes. General audience classification. Release date, May 14.

200 Dates for UA's 'Ran' Set as Goal

Two hundred key city circuit bookings have been set as the goal for United Artists' "He Ran All the Way," in its first two weeks of general release, beginning July 12, it was announced here by William J. Heineman, UA vice-president.

Plan VFW Tie-up for 'An American Spy'

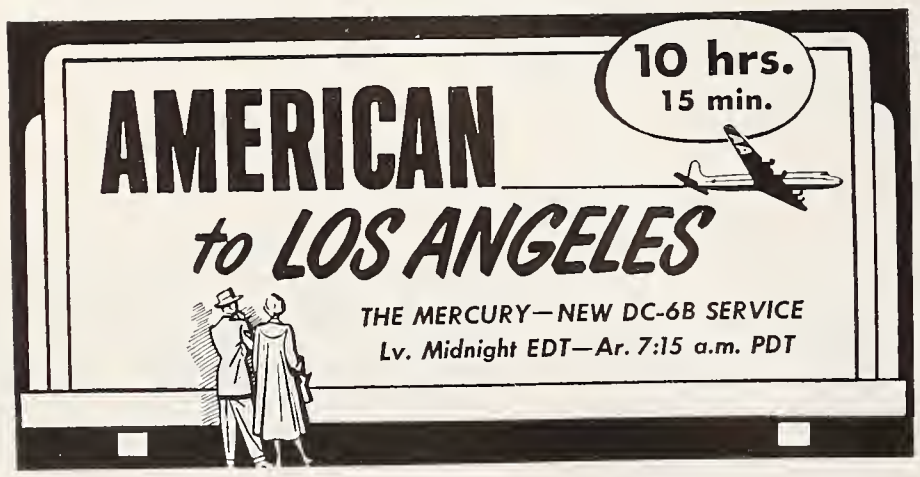
HOLLYWOOD, May 23.—Arrangements for a nationwide tie-up between Allied Artists and the Veterans of Foreign Wars in connection with the exploitation of "I Was An American Spy," is nearing completion.

To each departmental commander in areas where the former American spy, Claire Phillips, will appear at regional premieres, a request is being made by George F. McWilliams, District of Columbia department commander, that she be given official recognition.

Contest for Showmen Who Exhibit 'Thing'

RKO Pictures will announce at a special screening of "The Thing" for exhibitors at the Riviera Theatre here tomorrow details of a contest in which showmen who play the picture will be invited to participate.

The contest will be directed by Len Gruenberg, Metropolitan district manager, and Terry Turner, head of RKO Radio's exploitation department.



Settling Gardner's Trust Suit Vs. Fabian and Majors

ALBANY, N. Y., May 23.—Papers will be signed within a week discontinuing the anti-trust action which John Gardner's Colony Theatre, Inc., Schenectady, brought against Fast Theatres, a Fabian subsidiary, Loew's, 20th-Fox, Warner, RKO, Universal, United Artists, Columbia and Monogram.

The complaint alleges a Fabian monopoly in Schenectady and seeks an equal opportunity to purchase product. The setlement provides for the Colony to become a second-run, on a par with Fabian's Erie, and to run 30 days behind first-runs. Attorney Leonard L. Rosenthal, Albany, represented Gardner. At the same time, drive-ins in the Schenectady area move up to second-run. This is understood to be chiefly a matter of higher rentals for distributors. Drive-ins were 42 to 45 days behind Schenectady first-runs.

D. of J. Sees Possible Delay in 20th Decree

WASHINGTON, May 23.—Justice Department officials said there was a possibility that the 20th Century-Fox consent decree might not be ready to go to the New York Statutory Court next Monday, as scheduled, and that a postponement would be needed.

They said they would probably know for sure tomorrow. No major snag has been hit—just a series of minor difficulties, they declared.

If there has to be a postponement in the time for presenting the decree to the court, the new date would depend on when the court's schedule would permit the session on the Fox decree.

6 Percentage Suits Filed in Pittsburgh

PITTSBURGH, May 23.—Francis E. McGillick is the defendant in six percentage actions filed in Federal Court here. Separate suits were brought by Universal, Loew's, RKO, Columbia, Paramount and Warner. The complaints allege under-reporting of receipts on percentage pictures exhibited at the Coraopolis and Lyric Theatres in Coraopolis, Pa., formerly operated by the defendant.

Reed, Smith, Shaw and McClay, of Pittsburgh represent the distributors with Sargoy and Stein, New York, of counsel.

U.S. on Crescent

(*Continued from page* 1)

District Court, will hear attorneys for both sides on the charges June 12, advanced from the previous June 1 date because of the extended absence of Judge Davies in Washington.

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MPA Video Group Sets Plans for Sept. 17 Hearing

The Motion Picture Association of America's television committee met here yesterday to begin discussions relating to the participation of MPAA member companies in the theatre television hearings before the Federal Communications Commission on Sept. 17.

Several additional meetings will follow, and in due time the committee will draft a blueprint of activity which the MPAA will follow at the hearings.

Edward T. Cheyfitz and Sidney Schreiber of the MPAA management staff were present at yesterday's meeting.

A meeting of the MPAA board has been scheduled for Monday. The board is expected to consider at that time, proposed revisions in the MPAA dues structure, among other matters. It was said that Eric Johnston, Economic Stabilization Administrator who has been on leave from the MPAA presidency, will attend the Monday meeting. Joyce O'Hara, who has been substituting for Johnston, will also attend the board parley.

Dual Use for New Technicolor Tube

The new Geer Tube which Technicolor is developing for the purpose of receiving telecasts in color can accommodate the transmissions of either Columbia Broadcasting or RCA color systems, John R. Clark, Jr., assistant to Dr. Herbert T. Kalmus, Technicolor president, has informed David Weinstock, New York circuit operator and Technicolor stockholder.

CBS and RCA currently are engaged in heated rivalry for supremacy in the field of color television transmission.

Technicolor's researchers, in cooperation with RCA and Stanford Research Institute of Stanford University, worked throughout 1950 in the television field. The company will conduct next month an experimental laboratory demonstration which will enable it to make the first practical appraisal of the prospect for the Technicolor tube, it was said.

Steps Up Probe of Restraints on Sports

WASHINGTON, May 23.—Attorney General McGrath said today that the Justice Department is getting an increasing number of complaints against alleged restraints being placed on radio broadcasting and telecasting of football, baseball and other sports events, both professional and amateur. He again emphasized that the antitrust division is stepping up its investigations and study of the matter.

New NBC TV Pact For Eddie Cantor

Eddie Cantor has signed a new television contract with National Broadcasting for 1951-52. The first star to be seen on NBC television's "The Colgate Comedy Hour," has done 10 shows, with further performances scheduled for May 27 and June 17 to complete the 1950-51 season.

UPT-ABC Plan Merger

(*Continued from page* 1)

Schwartz, and Robert B. Wilby, are now directors of UPT, and five new directors, Earl E. Anderson, Robert H. Hinckley, Kintner, Noble and Owen D. Young who are now directors of ABC.

The merger will be accomplished by an offer of exchange of UPT preferred and common stock for the outstanding common stock of ABC. Stockholders of ABC will receive for each share of common stock of ABC, $7.50 in common stock of American Broadcasting - Paramount Theatres, Inc., measured at $19.00 per share, and $7.20 of preferred stock, measured at par value, with minor adjustments to keep at a minimum fractional shares.

Preferred Stock

The preferred stock of the resulting company will have a dividend rate of five per cent with a sinking fund of four per cent each year of the initial aggregate par amount issued, approximately $12,000,000, and other protective features. The merger will be a tax-free reorganization so that the stockholders of ABC will incur no capital gain through the exchange of their shares.

In a joint statement, Noble and Goldenson said:

"By this merger we believe the new company will serve the public interest more effectively through strengthened resources in the radio and television field. ABC, which has made remarkable progress in the last eight years, building upward from a small radio network of $12,000,000 of business annually, to one of the three leading radio and television networks, with business at the rate of $65,000,000 annually, has unsurpassed studio and transmitter facilities in its owned television and radio stations in New York, Detroit, Los Angeles, San Francisco and Chicago. UPT, which is a leading operator of theatres located in various parts of the U. S., will bring to ABC additional financial resources and personnel with long experience and an outstanding record of achievement in the entertainment field. We are convinced that this partnership will create and provide resources and skills which will be invaluable to radio and television. The interests of our stockholders and the public will be advanced by this joint contribution to the field of entertainment and communications.

New Personalities

"Complete daytime and nighttime programs in television on a scale and of a quality not previously practicable nor attainable is in prospect through the new company. New personalities and programs will be introduced to both radio and television. We feel that radio and television as a whole, the public as its customers and our stockholders as owners will gain from this new company, which will compete vigorously for public and advertiser approval and esteem.

"The showmanship and talents of the management of UPT in the entertainment business, when combined with ABC's excellent station and advertiser affiliations and physical facilities, will insure to the listening and viewing public the finest radio and television programs. The combination will be beneficial to both the theatres and the broadcasting business in developing new talent and new programming conceptions."

Noble and Goldenson stated that stockholders of both companies were being informed immediately of the proposed merger by letter and that proxy statements describing in detail the terms of the merger were being prepared for circulation among the shareholders of both companies at an early date.

de Rochemont Sets Next

Producer Louis de Rochemont, whose "The Whistle at Eaton Falls," an RD-DR production, will be released by Columbia Pictures this summer, reports that his next film will be "Walk East on Beacon," based on the FBI's fight against Communism. It will also be released by Columbia Pictures.

Noble Says

(*Continued from page* 1)

real partnership, whereby ABC stockholders would share more fully in the growth of radio and television through ownership of greater amounts of equity securities and through exercise of more proportionate voting representation' than had been offered by United Paramount Theatres, Inc.

"I am happy that, in subsequent negotiations, Mr. (Leonard) Goldenson and his associates at United Paramount Theatres, Inc. were able to agree to an exchange for ABC stock, whereby ABC stockholders receive approximately 50 per cent in common stock and approximately 50 per cent in preferred stock. This offer of common stock gives the opportunity for ABC stockholders to share more fully in the growth of radio and television, and also gives them proper voting representation in the combined company."

DeMille, Phonevision

(*Continued from page* 1)

DeMille had hearty praise for the organizing methods and the cooperation of the circus management and personnel with whom he has worked. Scenes shot during last night's regular circus performance featured stars Betty Hutton, Dorothy Lamour, James Stewart, Gloria Grahame, Lyle Bettger and Cornel Wilde.

Coming Events

May 25 — Carter Barron Amphitheatre dedication, Rock Creek Park, Washington.

May 26 — Barney Balaban testimonial dinner, Hotel Commodore, New York.

May 31-June 2—Paramount annual Canadian sales convention, Royal York Hotel, Toronto.

June 6-7 — Independent Theatre Owners of Montana semi-annual meeting, Northern Hotel, Billings.

June 13—Cinema Stamp Collectors meeting, Hotel Astor, New York.

June 19-20—Virginia Motion Picture Theatre Association summer meeting, Jefferson Hotel, Richmond.

June 19-20—New Mexico Theatre Association convention, Albuquerque.

Wald-Krasna

(*Continued from page* 1)

Blue Veil," with Jane Wyman, winds up production next Tuesday. Camera work will then start on "High Heels," "Clash by Night" and "Size 12."

By July 15, production will begin on "Cowpoke," "The USO Story" and "Strike a Match." Before November, Wald-Krasna expects to complete the remaining four for 1951: "The Harder They Fall," "Darling, I Love You," "I Married A Woman" and "Exclusive Model."

"WILL DO STRONG BUSINESS!" —says Variety

Paramount's Great Boxoffice Picture

KIRK DOUGLAS in ACE IN THE HOLE



THE TALK OF THE NATION!

(READY FOR JULY)

Big Best Seller! 4 Pages in McCalls! 4 Pages in Look! Picture of the Month in "17"!

That selling talk keeps building!

A SENSATIONAL BEST SELLER! NOW A SENSATIONAL PICTURE!

TAKE CARE OF MY LITTLE GIRL

TECHNICOLOR





WHAT HAPPENS WHEN GIRLS LEAVE HOME—FOR THE FIRST TIME? Here's the youth, freshness and beauty that'll pay off Big At Your Box Office!

starring

Jeanne CRAIN

co-starring

DALE ROBERTSON · MITZI GAYNOR · JEAN PETERS

with Jeffrey Hunter • Betty Lynn • Helen Westcott

Directed by JEAN NEGULESCO · Produced by JULIAN BLAUSTEIN

Screen Play by JULIUS J. and PHILIP G. EPSTEIN

Your "Margie" gal is back in a daring keyhole view of college life that'll keep word-of-mouth booming!

There's No Business Like 20th CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 102 NEW YORK, U. S. A., FRIDAY, MAY 25, 1951 TEN CENTS

New Panel to Hold Hearings On Film Wages

Meet Set in June, Kheel Tops 6-Man Unit

WASHINGTON, May 24. — The Wage Stabilization Board today set up a special six-man panel to hold hearings and make recommendations on whether the film industry and other industries whose prices are exempt from control should also be exempt from federal wage controls.

Hearings will be held on the question in Washington June 5 and 6.

Two questions were put before the special panel for solution:

1. Do or should wage controls apply to these industries?

2. If the answer to the first question is yes, to what extent should these controls apply and exactly what policies and procedures should be followed in controlling wages in these industries?

Findings and recommendations are to be made to the full stabilization board, which will issue the final policy.

The board said it would not extend any formal invitation to any groups

(*Continued on page 4*)

Conn, Pielow Named 20th-Fox Managers

Robert Conn, former sales manager of 20th Century-Fox's Kansas City branch, has been promoted to manager of the Des Moines branch, and Ralph Pielow, Jr., branch manager at Des Moines, has been promoted to manager in Minneapolis, it was disclosed here yesterday by Al Lichtman, 20th-Fox's director of distribution. Pielow succeeds Morton A. Levy, who was recently promoted to Midwestern division manager; The latter position was

(*Continued on page 4*)

Kirsch Tells of More Price Slashes at Meet

CHICAGO, May 24.—The Englewood Theatre is cutting prices to a 50 cent top tomorrow to meet competition, Jack Kirsch, Allied of Illinois president, announced today at a general membership meeting of the Allied unit.

The Linden Theatre is dropping to a 40 cent top with children nine cents at all times. Both theatres are at 63rd and Halsted, one block from the

(*Continued on page 3*)

Industry's Position Under Controls Held Favorable

WASHINGTON, May 24.—Some film industry leaders here believe that the industry is being very well taken care of under the current mobilization program, and that many of the complaints about the industry's status under the program are based on misunderstandings and misconceptions.

In the first place, these officials claim, the motion picture industry as a whole was never declared essential in World War II. It did manage to get most of the things it wanted, they say, but they add that this is also true now.

For example, they point out that film rentals and admissions are exempt from price control. They cite the fact that the Hollywood guilds have gotten a special liberal ruling from the Wage Stabilization Board. Practically all industry equipment has been protected under the controlled materials plan, they add, and studio

(*Continued on page 4*)

$300,000 for 'Caruso' Sets M-G-M Record

Metro - Goldwyn - Mayer's "The Great Caruso" has grossed more than $300,000 for its first two weeks at the Radio City Music Hall, setting an all-time record for the first two weeks of any M-G-M picture playing the Music Hall or any other theatre, the company said here yesterday. A spokesman at Radio City Music Hall confirmed the company's statement and pointed out that the film is running ahead of M-G-M's "Father of the Bride," which also grossed heavily at the Hall.

Urges Studios to Hire Ex-'Reds' Who Help Probe

WASHINGTON, May 24. — Another top-ranking member of the House Un-American Activities Committee, Rep. Walters (D., Pa.), today urged producers to continue to hire directors, writers and stars who cooperate with the Committee's current Hollywood investigation.

Chairman Wood (D., Ga.) recently made a similar plea in Hollywood.

(*Continued on page 2*)

Sullivan Protests Illegal Building

WASHINGTON, May 24.—Gael Sullivan, executive director of the Theatre Owners of America, today renewed his protests to National Production Authority officials against illegal theatre building now going on, especially of drive-ins.

Sullivan spent most of the day go-

(*Continued on page 4*)

'Minor' Snags Force 10-Day Delay in 20th-Fox Decree

WASHINGTON, May 24.—Presentation of the proposed 20th Century-Fox consent decree to the New York Statutory Court has been set back from Monday until Thursday, June 7, Justice Department officials said here today.

They declared that "minor revisions and mechanical printing difficulties" had made it impossible to meet the May 28 date, and that June 7 was the next time the three judges could get together to consider the decree. They emphasized that there have been no major snags, and that they expected the terms of the decree would be revealed here early next week.

The Justice officials also admitted

(*Continued on page 3*)

N. Y. Exposition Set for Next Spring

A motion picture industry exposition will be held here at the Grand Central Palace next March 29-April 6 under the sponsorship of the New York Motion Picture Industry Joint Public Relations Committee. A lease for space for those dates was signed yesterday.

Details of the exposition will be announced shortly, it was said.

O'Brien and Weitman in New TV Posts

To Join Radio-Video Unit Of Projected Company

Robert H. O'Brien will be executive vice-president of the radio and television division of the projected new American Broadcasting-Paramount Theatres Company and Robert L. Weitman will be vice-president, it was disclosed here yesterday by Edward J. Noble, ABC board chairman, and Leonard H. Goldenson, UPT president. As previously announced, Robert E. Kintner, now president of ABC, will head the radio-TV division in the new company.



Robert O'Brien

O'Brien is at present secretary-treasurer of UPT and in charge of

(*Continued on page 3*)

'Green Light' Due Today From NCAA

Theatre television's first large-scale venture into exclusive programming is expected to get a "go ahead" signal from the National Collegiate Athletic Association's television committee at its meeting in Philadelphia today.

Up for action are bids from United Paramount Theatres and a group of Theatre Owners of America members for permission to put a number of college games on their theatre screens

(*Continued on page 4*)

'Frogmen' Bows at Norfolk Naval Base

NORFOLK, Va., May 24.—The first showing of 20th Century-Fox's "The Frogmen" at the Navy's amphibious base here today also became for some 30 visiting correspondents a program of indoctrination only a little less grueling than the actual hazardous course traversed by the wet, mud-spattered "frogmen" trainees.

Their first taste of what it means

(*Continued on page 4*)

Philadelphia Meet On High Rentals

Philadelphia, May 24.—A call by Eastern Pennsylvania Allied to every independent exhibitor in this area to attend a protest meeting against "higher film prices and ruinous trade practices which are forcing him out of business," was sounded here today. The meeting is scheduled for Tuesday and the call came from Sidney Samuelson, the organization's president.

163 Holiday Dates For 20th's 'Riviera'

Twentieth Century-Fox's "On the Riviera," which opened at the Roxy, New York, on Wednesday, is set for 163 pre-holiday and Decoration Day dates throughout the country.

Backed by heavy national and local-level radio campaigns exploiting its tunes, the Technicolor musical will have pre-Decoration Day openings in the following situations:

Missouri Theatre, St. Louis; Malco. Memphis; Fox, San Francisco; Rialto, Louisville; Paramount and Oriental, Portland; Radio City, Minneapolis; Fox, Phildaelphia; Apollo, Atlantic City; Fox, Spokane; Buffalo, Buffalo; five theatres in Los Angeles; Allen, Cleveland; Fulton, Pittsburgh; Tivoli, Chattanooga; Gillios, Springfield, Mo.; Denver and Esquire, Denver; Poli, Springfield, Mass.; Paramount and Grand Lake, Oakland; Paramount, Syracuse.

The Danny Kaye starrer will have Decoration Day openings in the following cities: Uptown and Villa, Salt Lake City; State, Harrisburg; Orpheum, Madison; three theatres in Oklahoma City; Baradvon, Poughkeepsie; Poli, Worcester; Stuart, Lincoln; Miller and Boulevard, Wichita; Keith, Dayton; Virginia, Champaign, Ill.; New, Baltimore; Tampa; Des Moines and Roosevelt, Des Moines; Orpheum, Green Bay; Grandin and Lee, Roanoke; Florida, Jacksonville; Wisconsin, Milwaukee; Fox, Oakland; McDonald, Eugene; four theatres in Cincinnati; three in Kansas City; Byrd and State, Richmond, and the Paramount in Omaha.

Academy Upheld in Trade Mark Tilt

WASHINGTON, May 24.—The chief examiner for the U. S. Patent Office has sustained cancellation proceedings brought by the Academy of Motion Picture Arts and Sciences against Academy Award Products, Inc.

The latter firm had applied for and received the right to use "Academy Award" as a trademark for 17 different types of products, ranging from heating units and watches to pipes and tires. The Academy did not discover this until much later and then filed cancellation proceedings. A Patent Office examiner sustained the Academy, and Academy Award Products then appealed to the chief examiner. His decision today upheld the examiner's action, declaring that the original registrations had been fraudulently obtained and were therefore invalid.

Academy Awards Products could still appeal to the courts.

Personal Mention

JOHN B. McCULLOUGH, director of conservation of the Motion Picture Association of America, will celebrate a birthday on Sunday.

•

MARGARET LECZER, who has been secretary to William F. Rodgers, M-G-M distribution vice-president, for the past 25 years has resigned, effective June 29, to play the full-time role of MRS. MARGARET BLAKE.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., is due to return here today from Detroit.

•

JAMES VELDE, United Artists district manager, is in Seattle from San Francisco.

•

TED GALANTAR, M-G-M field man in San Franciso, has returned there from Hawaii.

•

JOHN J. JOSEPH, M-G-M publicity manager, is due to leave here today for Washington.

•

H. M. RICHEY, M-G-M exhibitor relations head, is back here from another tour of exhibitor conventions.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, is scheduled to return here today from New Haven.

•

JOE PASTERNAK, producer, plans to leave here over the weekend for the Coast.

•

ARTHUR LUBIN, director, is scheduled to arrive here from Europe aboard the *S.S. Liberte* on Monday.

•

ROUBEN MAMOULIAN, dirccctor, is here from Hollywood.

W. RAY JOHNSTON, Monogram board chairman, and MRS. JOHNSTON have been visiting here following a Florida vacation. They will leave by car on Sunday for the Coast and he will visit exchanges in Cincinnati, Detroit and Chicago en route.

•

E. ERNEST GOLDSTEIN, son of NATHAN E. GOLDSTEIN, owner of the Arcade Theatre, Springfield, Mass., has been named general counsel for the House of Representative sub-committee studying monopoly in Washington.

•

HAROLD CHESLER of Bingham Canyon, Utah, has been appointed by ROTUS HARVEY to head the children's committee for the Pacific Coast Conference of Independent Theatre Owners' convention at Dcl Mar, Cal., July 16-19.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., accompanied by his assistants BERNARD LEVY, and AL SICIGNANO, have returned here from up-state New York.

•

E. G. SMITH, assistant treasurer of RKO Pictures, left here yesterday for Mexico for a week on company business.

•

E. S. GREGG, vice-president of Westrex Corp., has left here for Europe and South America.

•

HARRY FRANKLIN, Aaron Goldberg circuit executive in San Francisco, is retiring because of ill health.

•

SEYMOUR NEBENZAL, producer of "M", is here from California.

Allen DuMont Paid $364,239 in 1950

A salary of $51,400 and a $312,839 share in profits was paid in 1950 to Allen B. DuMont, founder and president of DuMont Laboratories, it was revealed in a proxy statement sent yesterday to stockholders. The total $364,239 remuneration represents an increase of $194,040 over 1949.

DuMont is up for reelcction as president and director at a stockholders meeting on June 29, to be held at Clifton, N. J. Other directors nominated are: Leonard F. Cramer, also slated for reelection as vice-president; Bruce T. DuMont, Thomas T. Goldsmith, Jr., and David Van Alstyne, Jr.

The statement notes that present officers or directors of DuMont who are associated with Paramount Pictures, a major stockholder, did not receive any compensation from DuMont other than directors' fees for attendancc at meetings.

New Theatre for ATC

BOSTON, May 24.—Samuel Pinanski, president of American Theatres Corp., has announced that the newly constructed Surf Theatre in Swampscott, Mass., will open Tuesday.

Rank, Skouras Will Confer Here Sunday

J. Arthur Rank, who arrived here from England last Tuesday, will spend Sunday with Spyros P. Skouras, president of 20th Century-Fox, at the latter's Westchester home. The British film leader is scheduled to be aboard the *S. S. Queen Mary* when it departs for England next Thursday.

Rank was in Toronto yesterday conferring with executives of the Canadian Rank organization. He is due in Chicago tomorrow for conferences with officials of Bell and Howell, in which company Rank has an important interest.

The Universal-International board is expected to assemble here next week for a meeting with Rank, who is a director of the company.

SCMPC Honors 'FBI' As A 'Must See' Film

Warner Brothers' "I Was a Communist for the FBI," has received a citation from the Southern California Motion Picture Council as "must see" screen fare. The Council represents more than 50 California civic organizations.

'Red' Probe

(*Continued from page 1*)

Walter made his statement today after veteran film director Frank Tuttle told the Committee that since earlier witnesses had named him as a one-time Communist, two job commitments for work this summer had been cancelled and Columbia Pictures had asked permission to delete his name from the credits on the current release, "The Magic Facc."

Tuttle Names 30

Appearing before the Committee voluntarily, Tuttle admitted to a 10-year membership in the Communist Party, from 1937 to 1947, and named some 30 film industry workers whom he had known as members. After lengthy testimony on this period, he mentioned the fact that this membership, "a monstrous error in judgment," had apparently cost him his job.

Declaring that he knew that "it wasn't easy for you to do what you have done today," Walter, who was acting chairman, told Tuttle that "you have rendered a great service, and I hope your future employment is in no way impaired. I don't think it's fair if employers withhold employment. It would discourage those who are awaiting their turn to make their contribution to this Committee."

Tuttle, who flew here from Vienna to testify and will return to Austria immediately, told the Committee he recognized that it was unpopular to be an informer, but that present world conditions made it "absolutely vital" for him to tell what he knew. Most of those named by Tuttle as Party members have been identified by previous witnesses. One new name was that of writer Dalton Trumbo, one of the "Hollywood 10." Tuttle said he did not himself know Trumbo as a Communist, but that writer John Bright had told him Trumbo was one.

Tuttle confirmed testimony of other witnesses that writer John Howard Lawson was head of the Party in Hollywood.

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Midnight Feature Nightly

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UPT Officers

(Continued from page 1)

television for the theatre company. He joined Paramount in 1945 as assistant to the president.

Weitman, now UPT vice-president and a theatre executive with the company since 1928, will be in charge of program and talent development for both radio and television in the new company.

The UPT board will meet on June 6 to approve the merger and a stockholders meeting will be set at that time. An ABC directors meeting has not been set yet. Meanwhile, proxy statements for the information of stockholders of both UPT and ABC are being prepared.

Approval of the deal by the Federal Communications Commission will not be sought formally until after it has cleared the stockholders meetings of both companies.

Queried concerning reports that the FCC is likely to oppose the merger, O'Brien said yesterday that the negotiators had borne in mind the practices and views of the Commission and that they were confident that the FCC would find that the proposed combine would be in the public interest.

O'Brien said that estimated value of the stock involved in the transaction totals $24,800,000. He confirmed reports that Columbia Broadcasting has agreed to pay $6,000,000 for UPT's TV station in Chicago, but said that all other outlets, both radio and television, would be retained by the new company.

Review

"Lorna Doone"

(Edward Small—Columbia)

OLD-FASHIONED chivalry and heroics have their day again in "Lorna Doone," a costume drama in Technicolor based on the Richard D. Blackmore tale. Set in England in the days of Charles II, the story is filled with excursions and adventures a la Robin Hood, all in the standard mold. There are many good points for exploitation-minded showmen to work with. For example there is a castle stronghold belonging to the arrogant, powerful Doone family, and the only way for an adversary to approach it without detection is by climbing up a precipitous waterfall. The accomplishment of this feat makes pictorial excitement. The story revolves around the oppressive Doone family and their repeated efforts to exact tribute from poor farmers. Finally, Richard Greene, one of the oppressed villagers, organizes an opposition group and starts forays against the exploiters. William Bishop plays the Doone scion who beats and badgers the people into subservience. Presently the story resolves itself into a conflict between Greene and Bishop. The romantic angle stems from the fact that Greene, from childhood has been in love with Barbara Hale, also a Doone. However, when it develops that she really is not a Doone, all obstruction to marriage is removed. There remains a final showdown between the two symbols of evil and virtue before the story is ended.

Edward Small produced and Phil Karlson directed, from the screenplay by Jesse L. Lasky, Jr., and Richard Schayer.

Running time, 84 minutes. General audience classification. For June release.

MANDEL HERBSTMANN

Youngstein, Mayer At Virginia Meet

RICHMOND, Va., May 24.—"The Story of United Artists" and "The Story of COMPO" will be told, respectively, by Max Youngstein, UA vice-president, and Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, to delegates attending the summer convention of the Virginia Motion Picture Theatres Association, to be held June 19-20 at the Jefferson Hotel in this city.

20th-Fox Decree

(Continued from page 1)

that there would have to be another extension of the deadline for Loew's to file its divorcement plan with the New York court. The present deadline is May 31, and Loew's and Justice are still far from a final agreement.

Pillot to Promote 'David'

Leo Pillot, veteran publicist, has been engaged by 20th Century-Fox to promote "David and Bethsheba."

Igoe Spurs Chicago System of 'Relief'

Chicago, May 24.—Local exhibitors have been given the "go ahead" by Federal Judge Michael Igoe to sit down together and attempt to work out a more equitable relief system for the city of Chicago. Judge Igoe offered the use of his chambers for the meetings and also offered to act as arbitrator.

Ill. Allied Meet

(Continued from page 1)

Balaban and Katz Southtown, which slashed admission prices last Friday.

Meanwhile, the Allied unit voted to undertake a program including the running of advertising trailers in all member theatres, with payments for the showings to be made directly into a special fund specifically earmarked for advertising and publicity. This money will be used to expand the advertising campaign recently initiated by Allied, which presently uses 28 spot announcements per week on local radio stations.

Pence at 'Broke' Opening

General Charles W. Pence highlighted the premiere of M-G-M's "Go for Broke" at the Capitol Theatre here when he was presented with a flag of the 442nd Regimental Combat Team by Robert Pirosh, writer and director of the film, at special stage ceremonies.



Film Wages

(*Continued from page* 1)

to testify at the hearings, but that any outfit wishing to be heard should notify the board before May 31. It added that the panel might not have time to hear all parties wishing to be heard, but that any organizations which do not get a chance to testify or which do not want to testify in person can file briefs with the panel on or before June 15. This date indicates that it will be sometime in July at the earliest before the board acts on the question.

Name Kheel Chairman

Theodore W. Kheel, impartial arbitrator of the New York City transit system, was named chairman of the panel and Professor Richard A. Lester of Princeton was named vice-chairman. The two labor and two industry members are to be named later.

The Defense Production Act is slightly vague on the question of whether the film industry and similar industries whose prices are free from control are also free from wage control. Several top Federal officials have taken the stand that legally, wages in these industries are subject to control, but that from a practical standpoint it might be wise to exempt them.

Industry's Status

(*Continued from page* 1)

construction is exempted from the construction limitation order.

As for the controls on new theatre building, they declare, most exhibitors themselves do not want further competition.

These industry officials say that much of the industry protests so far come from those who object to the industry's having been omitted from the recent "essential activities" list of the Commerce Department. They declare that this list also dropped radio and television and the press as well as motion pictures.

Moreover, they say, this list is solely a guide for getting manpower for the Armed Services, and Secretary Sawyer, in issuing the list, emphasized that it was not a guide for priorities, rationing or other problems.

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UNITED AIR LINES

Review

"The Rats of Tobruk"

(*Renown Productions*)

THE SAVAGE, heroic campaign against Field Marshal Rommel in North Africa is vividly recreated in this documentary-styled drama made by Renown Pictures, Ltd. of England. Against the background of the war, "The Rats of Tobruk" centers around the personal adventures of three cattle ranchers in Australia who join the British Army to fight in Africa.

A considerable amount of authentic footage has been blended into the film to very good effect. The cast is a capable one although of little note on these shores. It includes "Chipps" Rafferty, Grant Taylor, Peter Finch and Pauline Garrick. Among specialized audiences the picture should prove very satisfying.

Portrayed in the picture is the arduous seven-months campaign in the desert to outwit the Nazis. The fighting scenes are handled with effective realism. Without intrusion a boy-meets-girl angle has been worked into George Heath's screen adaptation. It involves the love of one of the soldiers for a nurse he meets in a hospital, their separation, and eventual reunion. The picture is not one of conventional sentiment however. By the time the final reel rolls around two of the original three buddies are dead. The actual voice of the infamous British traitor, Lord Haw Haw, is heard on the soundtrack exhorting the beleagured British soldiers to surrender. Produced and directed by Charles Chauvel, the film is being released here by David Brill.

Running time, 85 minutes. General audience classification. Release date, May 23.

M. H.

Sullivan Protests

(*Continued from page* 1)

ing over specific complaints by TOA members with NPA officials, but admitted at the end of the day that "I had a feeling I didn't get too far."

Meanwhile, NPA granted two theatre hardship appeals and turned down 14 others. The two appeals approved were: a $9,891 theatre in Luxemburg, Wis., to be built by Dale Deering, and a $72,500 drive-in in Pueblo, to be built by Westland Theatre, Inc., Colorado Springs.

Turned down were two theatre alteration projects proposed by Warner Brothers in Pittsburgh and Tarentus, Pa., and a $299,000 addition to a partially constructed theatre in Lubbock, Tex., proposed by Lindsay Theatre, Inc. Also, these other projects:

A remodeling job in Birmingham, Ala., proposed by R. M. Kennedy; drive-ins proposed in Eau Gallie and Cocoa, Fla., by Brevard Theatres and Cocoa Theatres, respectively; a drive-in proposed by L. A. Ricketts and Austin Bush in Fort Worth, Tex.; a drive-in proposed in Truth-or-Consequence, New Mex., by J. Oscar Conwell; a theatre proposed by John H. Cook in Tucson, Ariz.; theatres proposed by Ebert and Butler in Douglas County, Wash. (a drive-in) and Quincy, Wash. (indoor); and a drive-in and indoor theatre proposed for Grant County and Quincy respectively by the Columbia Basin Theatres, of Ephrata, Wash.

Conn, Pielow

(*Continued from page* 1)

formerly held by Edwin W. Aaron.

Meanwhile, Arthur Silverstone and Aaron, recently promoted by Lichtman to Eastern and Western sales manager, respectively, will take up their duties Monday when they arrive at the New York home-office. Silverstone will supervise exchanges in the Atlantic, Empire State, Central and Canadian divisions, while Aaron will have jurisdiction over the Western, Southern, and Midwestern divisions.

Minnelli Wins SDG Award for 'Dividend'

Screen Directors Guild announced its fourth quarterly award for directorial achievement goes to Vincente Minnelli for "Father's Little Dividend." The plaque will be presented to Minnelli at the Guild's annual dinner and general membership meeting Sunday night.

'Frogmen' Bow

(*Continued from page* 1)

to be a member of an under water demoltion team found the press contingent drenched with swamp water, mud and clods of earth made soggy by the previous night's heavy rain.

Greeting the press contingent was Vice-Admiral Robert Briscoe, Commander of the Atlantic Amphibious Forces, and his staff who were hosts at a luncheon held at the amphibious base officer's club. At the luncheon, Captain R. V. Hull, head of Naval Beach Group Two, and Commander Ray Hundevadt, in charge of Underwater Demolition Teams Two and Four, presented the new "atomic age" "frog" suit demonstrated by one of the members of the unit. Commander Hundevadt was the technical advisor on the picture which was filmed at Norfolk as well as in the Virgin Islands.

Audience Cheers

Tonight's premiere was something special in the way of first nights for this base. The picture was greeted with cheers by the audience, many of whom took part in the picture when it was filmed here and in the Caribbean. Some 650 enlisted men attended the showing, with the remainder of the house assigned to officers and visiting notables.

Tomorrow will find the press embarking on assault boats and other craft to watch the "frogmen" at their tasks.

20th-Fox's "The Frogmen" Promoted on TV Tonight

Twentieth Century-Fox's "The Frogmen" will be promoted tonight before television viewers throughout the country when "We the People" (8:30 DST, NBC-TV) devotes a large section of its program to a demonstration and explanation of the operations of the Navy's underwater demolition teams with running credit to the film.

Wayne Coy Renominated

WASHINGTON, May 24.—President Truman has sent to the Senate the renomination of Wayne B. Coy as a member of the Federal Communications Commission for a seven-year term starting July 1.

Short Subject

"Roar of the Iron Horse"

(*Columbia*)

Columbia's latest serial starts off as a rip-roaring Western loaded with all the tried-and-true ingredients which bring the children to box-offices for 15 consecutive weeks. There is a minimum of talk and action aplenty as the battle between good and evil runs nip and tuck.

Jock O'Mahoney, an undercover government agent, defeats the sinister elements who are trying to prevent the building of a railroad in the Far West of the 1890's. Enemies of the railroad include a wealthy land owner, a tribe of Indians and a disgruntled foreman. After countless hair-breadth escapes, O'Mahoney and his allies, an old prospector, a good Indian chief and Virginia Herrick, expose the plot against the railroad and kill the plotters. 15 Episodes

NCAA, Theatres

(*Continued from page* 1)

this fall. Depending upon the speed of installations and the availability of coaxial cable service, almost 100 theatres are expected to be able to show the games.

The Department of Justice announcement on Wednesday that it will investigate alleged "restraints" in the telecasting of sports events is not expected to affect the NCAA action decisively. The committee has already reacted to protests by state and other public bodies by removing its blanket ban on telecasts and is permitting its member colleges to telecast one home and one visiting game in the coming season.

Views of Committee

The committee is charged with protecting the athletic receipts of its member colleges and it feels that it is justified in experimenting with exclusive theatre TV and with Phonevision or Skiatron's Subscriber Vision.

The Philadelphia meeting today will be presided over by Tom Hamilton, chairman of the committee. Robert H. O'Brien, UPT secretary-treasurer, and Nathan Halpern, TOA theatre TV consultant, are expected to attend.

Illinois House Would Bar Theatre Exclusive Football Telecasts

CHICAGO, May 24.—The Illinois House of Representatives today approved 110 to 70 bill that would bar any state tax supported educational institution from selling television rights to theatres for showing while athletic contests are in progress unless there are no restrictions on public television.

Illinois football games last season were televised in the State Lake and Tivoli theatres which charged admission but no public television was permitted while the games were being played. Representative Stengel, Democrat, Rock Island, sponsored the bill. It now goes to the State Senate.

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VOL. 69. NO. 103 NEW YORK, U.S.A., MONDAY, MAY 28, 1951 TEN CENTS

Vote Lower Tax on Cut Rate Tickets

Write Reform Into Tax Bill; No Drive-in Change

WASHINGTON, May 27. — The House Ways and Means Committee has written into its proposed 1951 tax bill a provision to levy the 20 per cent admission tax on the price actually paid for reduced-price tickets given students and other groups rather than on the full established admission price.

This change has long been advocated by exhibitor groups as a major tax relief step.

At the same time, the Committee considered but refused to take any action on a proposal to tighten the tax treatment of drive-ins by basing the admission tax on a per-person charge rather than a per-car fee. The Arkansas Theatre Owners Association had spearheaded the drive for this change.

Under present law, when exhibitors give special reduced rates to teen-

(*Continued on page 7*)

Top Admiral Lauds 20th's 'Frogmen'

NORFOLK, Va., May 27.—This huge Naval base was still resounding over the weekend, with the praise of the 900 enlisted men and officers who witnessed the first showing of 20th Century-Fox's "The Frogmen" at the West Annex Theatre here on Thursday night.

Following the showing of the picture Admiral Robert Briscoe, Commander of the Atlantic Amphibious Forces, told the visiting newsmen that "all the effort and time spent on the making of the picture has been more

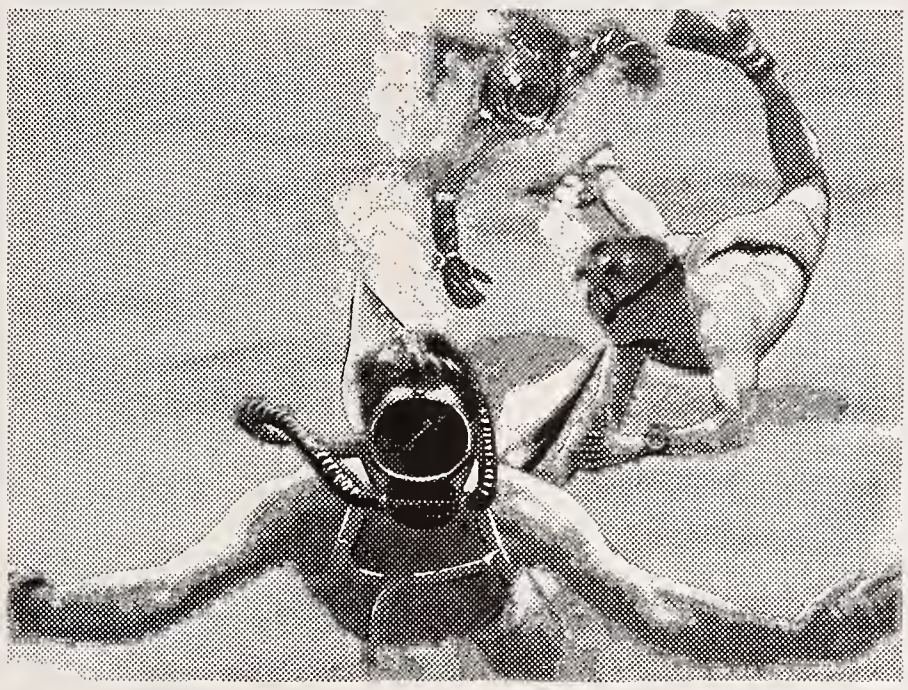
(*Continued on page 2*)

NCAA Clears Way For Theatre TV

PHILADELPHIA, May 27.—The way for theatres to book exclusive telecasts of college football games this fall appears to be clear following Friday's meeting here of the television committee of the National Collegiate Athletic Association.

Tom Hamilton, chairman of the

(*Continued on page 7*)



THRILLING EXPLOITS OF UNCLE SAM'S UNDERWATER COMMANDOS as seen in 20th Century-Fox's "THE FROGMEN," starring Richard Widmark, Dana Andrews and Gary Merrill, were enthusiastically received by newsmen and top Naval personnel at the Amphibious Base, Little Creek, Va., with full-scale Naval support pledged behind the film's gala openings in cities and towns from coast to coast.—ADVT.

Balaban Honored for His Public Service

Barney Balaban, president of Paramount Pictures, guest of honor at a testimonial dinner sponsored by friends at the Hotel Commodore here on Saturday, was presented with a testimonial album containing autographed photographs from President Truman, President of Israel Chaim Weizmann, Governor Thomas E. Dewey, Senator Herbert H. Lehman,

(*Continued on page 7*)

Levin, CRI Founder, Leaves Top Post

Jack H. Levin, founder of Confidential Reports, Inc., has announced his resignation as executive vice-president and general manager of that company, to take effect immediately.

Levin was also the founder of the Copyright Protection Bureau in 1927 and its general manager until 1945 when at the request of distributors he founded CRI. He will announce his future plans shortly.

Warners Filming Schedule Set Through Next Fall

HOLLYWOOD, May 27. — Jack L. Warner at the weekend approved a shooting schedule for the Warner studios that will carry through next fall, revealing that a total of 52 productions are currently "in work."

During that same shooting period, Warner is also inaugurating an intensified production preparation campaign based on the "hard facts of a hard market." In anticipation of this long-range production activity, Warner stated that there would be no dollar limit on any idea which possesses reasonable surety of returning more than it costs.

"You can spend every dollar necessary to put entertainment on the screen," Warner told his studio staff, "but every nickel has to count. Waste of time and money can no longer be tolerated in any department of motion picture production so long as we, as other industries, face a tighter public purchasing program."

Warner pointed out that 14 productions are actually shooting or will start shortly. They are: "Starlift"; "Come Fill the Cup," with James Cagney; "The Tanks Are Coming," Steve Cochran, Philip Carey, Eve Miller; "The Will Rogers Story"; "The Gus Kahn Story," Doris Day, Gordon

(*Continued on page 7*)

NPA Building Appeal Basis Established

Rooted in Loss Factors; Fire, Floods, War Cited

WASHINGTON, May 27. — The National Production Authority over the weekend made public a listing of factors on which appeals for theatre construction will be considered.

It made clear, however, that considering appeals does not necessarily mean approval.

The listing was contained in a compilation of all directives sent out to NPA field offices on the administration of the M-4 construction order.

One factor which theatre owners can cite is loss of existing facilities by fire, flood, Act of God, Act of War, condemnation or seizure. Another factor is that tenancy was given up in some other theatre prior to Oct. 27 in anticipation of the construction of a new theatre. In such cases, the exhibitor must prove other suitable rental facilities are not available and

(*Continued on page 7*)

MGM's Gottlieb to Head N. Y. Division

Metro-Goldwyn-Mayer's New York City and New Jersey branches will be consolidated, effective June 11, it was disclosed here at the weekend by William F. Rodgers, distribution vice-president. At the same time he named Saal Gottlieb district manager, promoting him from the managerial post at the company's Pittsburgh branch.

John P. Byrne, Eastern sales manager, and his assistant, Herman Ripps, will continue without change. However, Jack Bowen, who formerly held the district manager's title here, "re-

(*Continued on page 7*)

Para. Spotlights New Films in June 1 Ads

Paramount's specially-designed advertising campaign set up to underscore the company's lineup for the second half of the year moves into high gear on June 1 with a two-page trade paper spread highlighting for exhibitors three August releases, including Hal Wallis' "Peking Ex-

(*Continued on page 7*)

Personal Mention

TED R. GAMBLE, head of Gamble Enterprises, returned to New York from the Coast at the weekend, and will spend this week in Washington.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, left Charlotte over the weekend for Jacksonville on his current tour of exchanges.

•

DAVID BUTLER, director, has left the Coast for New York and is due to sail from here aboard the *S.S. Queen Mary* on Thursday.

•

FOSTER M. BLAKE, Universal-International Western sales manager, returned here over the weekend from Chicago.

•

HERB CROCKER of M-G-M's publicity department is due back today from a week's tour of Mid-Eastern cities.

•

EDWIN KNOPF, M-G-M producer, sailed from here on Saturday on the *S.S. Caronia* for England.

•

SI SEADLER, M-G-M advertising manager, is scheduled to return here today from Washington.

•

JACK BYRNE, Eastern M-G-M sales manager, is back from a New Haven visit.

N. Y. SAG Approves TV Film Pay Demand

Meeting at the Hotel Astor here on Friday, the membership of the New York branch of the Screen Actors Guild approved the contract demands covering television film work which were recommended by the New York Advisory Council. The annual meeting also received a report from Kenneth Thomson, SAG television administrator, on developments surrounding the Guild's jurisdictional controversy with Television Authority.

The approved contract recommendations included: $100 per eight-hour day minimums for day-players; $375 per week for free-lance players, and special definitions for film spot commercials.

$1,865 for 'Fabiola'

SAN FRANCISCO, May 27.—An opening gross of $1,865 was chalked up Thursday by the Jules Levey production, "Fabiola," at the United Artists Theatre in San Francisco, it was reported here. This was said to be "the biggest opening day business in several years" at that theatre.

Kaufman Tops Publicists

HOLLYWOOD, May 27.—The newly formed Council of Independent Publicists has elected J. L. Kaufman president, William Hebert, first vice-president, Helen Ferguson second vice-president, Sue Clark, secretary, and William Blowitz treasurer.

US Grants 60-day Loew's Extension

Washington, May 27.—The Justice Department has agreed to postpone from May 31 to July 31 the deadline for Loew's to file a divorcement plan with the New York Statutory Court. The additional time is designed to permit completion of consent decree negotiations.

Last Two Decisions Filed Under AAA

The last two decisions of the Motion Picture Appeal Board under the industry anti-trust consent decree of May 20, 1940, were announced here at the weekend by the American Arbitration Association. With the filing of these decisions all cases filed under the 1940 decree have been closed, AAA pointed out.

The complainants were the Rivoli Theatre of Hartford, and Monseigneur Enterprises, operator of the Forum Theatre, Metuchen, N. J.

The latter complainant was denied the elimination of one-day clearance which existed in favor of the Strand, Plainfield, and the appeal board affirmed the arbitrator's dismissal of the complaint. The case, filed Nov. 29, 1945, was delayed by acquiescence of the parties and due to the illness of Monseigneur officials, AAA reported.

The arbitrator also denied the March, 1947, complaint of the Rivoli and the appeal board affirmed that decision of June 26, 1950.

Challenge Ferrer On 'Red' Ties

WASHINGTON, May 27.—The House Un-American Activities Committee at the weekend heard Academy Award winner Jose Ferrer reiterate claims that he never knowingly lent his name or support to Communist-front activities. Rep. Jackson said that while he did not feel the actor was a Communist, he could not "place credence" in Ferrer's contention that he did not know the Communist nature of some of the causes to which he had loaned his name over the last 10 years. Ferrer protested that it was a "little unfair" of Jackson to cite only references unfavorable to him, and named a long list of activities that had no Communist-front suspicion.

Ferrer, who had first testified before the Committee last Tuesday, was recalled for further questioning Friday, and went through a grilling of over two hours before being excused from the witness stand.

New Lippert Drive-in

HOLLYWOOD, May 27.—Robert L. Lippert, president of Lippert Productions, has announced the bow of the Terrace Drive-in, San Francisco, Tuesday. It accommodates 700 cars.

Truman Praises Carter Barron At D.C. Dedication

WASHINGTON, May 27.—Warm praise for the late Carter Barron as a civic leader and individual was voiced by President Truman Friday night as he dedicated the Carter Barron Amphitheatre in Rock Creek Park. Barron, Loew's Eastern division manager, died last November.

Truman, who spoke "off-the-cuff," was introduced by Secretary of the Interior Chapman, master of ceremonies for the program.

Walter Pidgeon read an eulogy of Barron prepared by James Russell Wiggins, managing editor of the *Washington Post*, and Morton Gerber, chief barker of Variety Club Tent No. 11, presented a memorial plaque to be affixed to the ampihtheatre. Barron was a founder and former chief barker of the local tent. The text of the plaque was written by B. M. McKelway, managing editor of the *Washington Star*.

An over-capacity crowd of 5,000 also saw the first performance for the season of the Sesquicentennial pageant, "Faith of Our Fathers," and heard and saw other performances by Pidgeon, Kathryn Grayson, Igor Gorin, pianist Eugene List and the Gower and Champion Dance Team.

A delegation of top Loew's officials, headed by president Nicholas M. Schenck, was in the audience, as well as other film industry and government leaders.

Testimonial Dinner For Harry Feinstein

PITTSBURGH, May 27.—Variety Tent No. 1, is planning a testimonial dinner for Harry Feinstein, Warner Theatres zone head in New England. He was chief film buyer and booker for Warner Theatres in Western Pennsylvania and West Virginia before he was promoted to his present position. The affair will be held in the William Penn Hotel here. Chief barker John Walsh and Able Weiner, Monogram branch manager are co-chairmen with Wally Allen and Henry Burger in charge of arrangements and publicity.

'Frogmen'

(*Continued from page* 1)

than justified." It was his underwater demolition units, better known as "Frogmen" who took part in the film's production both at this base and in the Virgin Islands.

The visiting pressmen, who had been guests of the Navy since Thursday, spent Friday watching a series of on-the-spot activities which had been presented unofficially the night before. Starting in the morning, the press group was taken to the beach to watch the "Frogmen" dressed in their "other world" costumes. A special LCPR was assigned to the cameramen group which shot scores of stills as well as newsreels of the activities.

Local papers had covered the two-day story and premiere with special material released through the base public information office.

Newsreel Parade

THE world's greatest non-atomic explosion in Utah, Red prisoners in Korea and the departure of U. S. troops for Europe are highlights of current newsreels. Complete contents follow:

MOVIETONE NEWS, No. 43.—Reds surrender in Korea. World's biggest TNT explosion in Utah. Iwo Jima statue. St. Louis Zoo. Children's rodeo. Auto race in Germany. Symposium on Memorial Day.

NEWS OF THE DAY, No. 277.—Utah explosion. Red prisoners in Korea. Fourth division off for Europe. Iwo Jima statue. St. Louis chimps. Coulee Dam finale. Speed classic of Europe. Children's golf tournament.

PARAMOUNT NEWS, No. 80.—Biggest non-atomic explosion. Marine memorial. Bob Hope in England. Miss America at the International Textile Exhibition. Labor leaders pledge support to cerebral palsy drive. New York bids Europe-bound troops farewell.

TELENEWS DIGEST, No. 21-B.—Interview with the Duke of Windsor. France trains its new draftees. Navy refuels in rough waters off Korea. Ex-Nationalist soldiers in Hong Kong. Fashion parade in Germany. Collectivized carriages in Poland. Pee-wee golf tournament.

UNIVERSAL NEWS, No. 459.—Army's TNT blast. Iwo Jima. J. Arthur Rank arrives in N. Y. Ben-Gurion in Los Angeles. St. Louis Zoo. Pee-wee golf tournament.

WARNER PATHE NEWS, No. 82.—Fourth division en route to Europe. Red prisoners in Korea. Blast in Utah. Sen. Kefauver named "Father of the Year." San Francisco memorial service honors four chaplains. Iwo Jima. Peek-a-boo hats for summer. St. Louis Zoo.

Col. 39-Week Net Totals $967,000

A net profit of $967,000 for the 39 weeks ended March 31 is reported by Columbia Pictures. The net profit for the same period a year ago was $1,455,000.

Operating profit for the period was $1,657,000, compared with $2,551,000 a year ago, the company reports. Earnings per share of common stock are $1.15 for the period, compared with $1.89 the year before.

Phonevision Bills Are 99.2% Paid

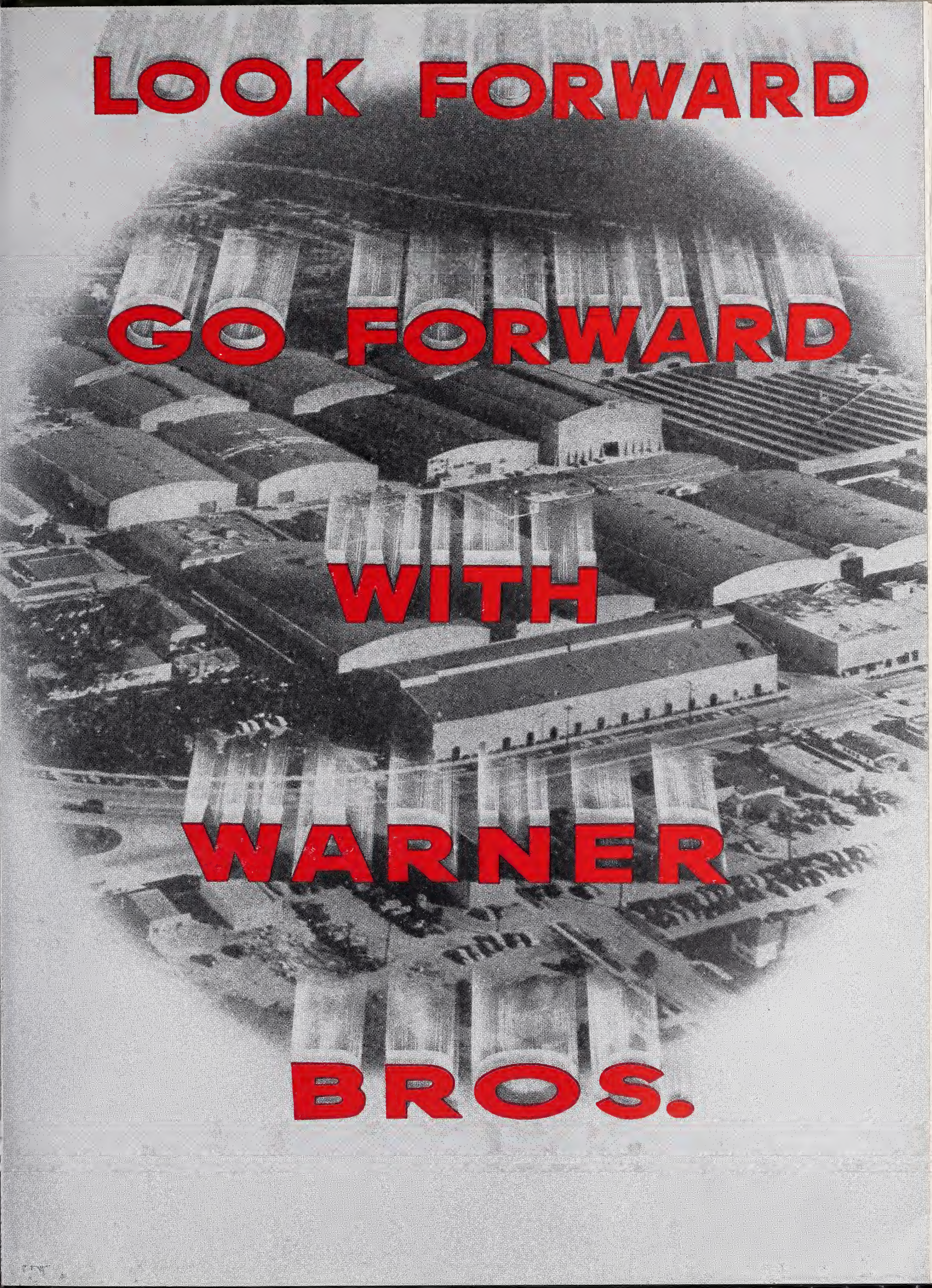
CHICAGO, May 27. — Phonevision subscribers paid 99.2 per cent of the total bills accrued during the 90-day test-run, according to E. F. McDonald, Zenith radio president. He termed the collection record "phenomenally high," and said that the unpaid balance of $56 is owed by families that are now out of the city.

The balance, $6,694, was turned over by Zenith to Henrotin Hospital, Chicago.

Kill Sunday Film Bill

DOVER, Del., May 27.—The State House of Representatives has defeated a Senate-approved bill which would have approved Sunday film showings outside of incorporated communities. The measure was designed to assist drive-in theatres.

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LOOK FORWARD
GO FORWARD
WITH
WARNER
BROS.

& VERY EXHIBITOR IS INVITED-A

WARNER BROS. "LOOK FORWARD 9(

THESE ARE THE ATTRACTIONS THEY'LL SEE—COMPI:TE

EXAMPLES OF THE IMPORTANCE OF THE WAR

★ TO BE SHOWN JUNE 12TH 10:30 A.M. ★



Jim Thorpe --ALL AMERICAN

STARRING

BURT LANCASTER

AND CHARLES BICKFORD

STEVE COCHRAN
PHYLLIS THAXTER

DIRECTED BY MICHAEL CURTIZ · PRODUCED BY EVERETT FREEMAN

Screen Play by Douglas Morrow and Everett Freeman · Jim Thorpe, Technical Advisor
Music by Max Steiner

★ TO BE SHOWN JUNE 12TH 1:00 P.M. ★



THE PULITZER PRIZE AND CRITICS AWARD PLAY

A Streetcar Named Desire

AN ELIA KAZAN PRODUCTION

STARRING VIVIEN LEIGH · MARLON BRANDO

PRODUCED BY CHARLES K. FELDMAN · DIRECTED BY ELIA KAZAN · DISTRIBUTED BY WARNER BROS.

Screen Play by TENNESSEE WILLIAMS

Based upon the Original Play "A Streetcar Named Desire," by TENNESSEE WILLIAMS · As Presented on the Stage by Irene Mayer Selznick

at these The

ALBANY . . . . MADISON	CHARLOTTE . . . . . DILWORTH	DALLAS . . . . . MELBA	INDIANAPOLIS . . FOUNTAIN SQ.	LOS ANGELES
ATLANTA . . . . . RHODES	CHICAGO . . . . . CARNEGIE	DENVER . . . . ESQUIRE	JACKSONVILLE . . . . . ST. JOHNS	MEMPHIS . . .
BOSTON . . . . . ESQUIRE	CINCINNATI . . PARAMOUNT	DES MOINES . . VARSITY	KANSAS CITY . . . . . VOGUE	MILWAUKEE
BUFFALO . . . . . CENTER	CLEVELAND . . . . . VOGUE	DETROIT . . . . . ARC		MINNEAPOLIS

AND THEY'LL SOON BE ON THE WAY TO

IOWINGS' NATION-WIDE JUNE 12-13*

TE! READY FOR RELEASE! FOUR SEE-FOR-YOURSELF

ER PRODUCT TO EVERY SHOWMAN'S FUTURE!

TO BE SHOWN JUNE 13TH 10:30 A.M.



ALFRED HITCHCOCK'S

Strangers on a Train

STARRING

FARLEY GRANGER · RUTH ROMAN · ROBERT WALKER

WITH LEO G. CARROLL • Screen Play by Raymond Chandler and Czenzi Ormonde

TO BE SHOWN JUNE 13TH 1:00 P.M.



GREGORY PECK VIRGINIA MAYO

Captain Horatio Hornblower

COLOR BY Technicolor

DIRECTED BY RAOUL WALSH Screen Play by Ivan Goff & Ben Roberts and Aeneas MacKenzie From the Novel by C. S. Forester

tres

OULEVARD	NEW HAVEN..ROGER SHERMAN	PHILADELPHIA..ALDINE	SALT LAKE CITY...VILLA	
.WARNER	NEW ORLEANS.....FOX	PITTSBURGH..WARNER	SAN FRANCISCO..UNITED NATIONS	*Except New York
LHAMBRA	OKLA. CITY.....WARNER	PORTLAND..EGYPTIAN	SEATTLE.....VENETIAN	MAY 31-JUNE 1
GRANADA	OMAHA.....ADMIRAL	ST. LOUIS....MISSOURI	WASHINGTON, D. C. ....UPTOWN	STRAND THEATRE

LOOK FORWARD

A Statement by

Jack L. Warner

Our 'Look Forward' Showings about to take place are an actual demonstration, on the screen, of a portion of the program now in progress at Warner Bros. Studio.

We have arranged these showings for the good of the exhibitor, his audience and his future. Every theatreman who attends will see for himself the quality of the motion pictures he is going to offer his community; and will be ready to present them to the public with the enthusiasm for which the American showman is famous.

Besides, I feel it is to the benefit of all in the industry to have four pictures of this quality on the market at the same time.

I know that every exhibitor at our 'Look Forward' Showings will go forward with complete new confidence in the strength of his product, his theatre and his industry.

GO FORWARD!

NEWS in Brief . . .

WASHINGTON, May 27.—Admission tax collections in April, reflecting March business, were slightly under those of April 1950, totaling $26,782,766, against $27,394,996, the Bureau of Internal Revenue reported.

•

Sale of the Warner Brothers warehouse here is still in negotiation and final papers are expected to be signed sometime this week. Merck Pharmaceutical is buying the property at a reported price of $1,000,000.

•

Hollywood, May 27.—Jack Benny and Erroll Flynn will head a nine-member USO camp show troupe, organized by the Hollywood Co-ordinating Committee, which flies June 26 for a five-week entertainment tour of Korea and Japan.

•

HOLLYWOOD, May 27.—More than 450 turned out tonight for the annual dinner of the Screen Directors Guild at the Beverly Hills Hotel, at which winners of the Guild's annual award for directorial achievement was announced over an ABC hookup from the banquet room.

•

HOLLYWOOD, May 27.—The Southern California Theatre Owners Association committee which conferred with Justice Department officials in Washington last month on proposed changes in trade practices in the Los Angeles area will make a full report to the SCTOA membership in a special meeting Tuesday afternoon. Committee chairman Albert Hansen will hold a press conference afterward.

O'Brien Taking UK Problems to Gov't

LONDON, May 27.—The serious situation confronting the British film industry will be stressed by Member of Parliament Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employes, when he leads a deputation from his union to confer with the Chancellor of the Exchequer tomorrow.

Meanwhile, representatives of Britain's four film trade associations again met with Sir Wilfred Eady to discuss the government's plans for an increased entertainment tax. It was another of a series of "confidential" talks with government fiscal authorities and will be the last until after the Bournemouth conference of the Cinematograph Exhibitors' Association, starting tomorrow.

MGM Exchanges

(*Continued from page* 1)

linquishes that post because of illness and will handle special important assignments in the Metropolitan area," according to Rodgers.

With the elimination of New Jersey as an individual branch, Louis Allerhand, formerly manager for New Jersey, will assume management of the merged offices, while Ralph Pielow, Sr., until now New York manager, moves to Pittsburgh to assume Gottlieb's former duties as manager there.

Warners

(*Continued from page* 1)

MacRae; "Room for One More," Cary Grant, Betsy Drake; "Where's Charley?," Ray Bolger; "Bugles in the Afternoon," Ray Milland; "The Crimson Pirate," Burt Lancaster; "The Big Trees"; "Springfield Rifle"; "Miss America"; "Mara Maru" and "A Lion Is in the Streets."

Warner went into detail on the "Look Forward—Go Forward" campaign just initiated by general sales manager Ben Kalmenson, which will be featured by special exhibitor screenings all over the U. S. and Canada of four pictures, including "Jim Thorpe—All American," with Burt Lancaster, Phyllis Thaxter, Charles Bickford, and Steve Cochran; "A Streetcar Named Desire," Vivien Leigh, Marlon Brando; "Strangers on A Train," Farley Granger, Ruth Roman, Robert Walker, and "Captain Horatio Hornblower," Gregory Peck and Virginia Mayo.

"All of us have erred on the side of detours into matters of small popular appeal," said Warner. "We have frequently made major films about minor subjects. Not that there is any formula for avoiding mistakes, but we should be very sure of one thing in our script appraisals—will they interest the vast mass of human beings who live, work and play in the huge areas between Hollywood and New York, and elsewhere?"

Abbott and Costello to Star In WB's 'Jack and Beanstalk'

HOLLYWOOD, May 27.—Jack L. Warner has acquired for Warner distribution the rights to release next Easter "Jack and the Beanstalk," the first Abbott and Costello film to be made in color.

NCAA Clears Way

(*Continued from page* 1)

group, said that a previous motion to encourage theatre TV as a method of tying television into football without undermining the whole structure of college athletics had been affirmed. He said that theatres equipped with large screen TV are free to negotiate with the respective colleges and conferences for telecasting rights.

He explained that telecasting of college football games on theatre screens will operate independently of NCAA's experimental plan this fall.

UPT's Plans

Last year the "Big 10" conference experimented with theatre TV in the Midwest in a hookup with United Paramount. UPT has plans to repeat again this fall on a much larger scale and Robert H. O'Brien, UPT secretary-treasurer, was in attendance at Friday's meeting.

Also attending was Nathan Halpern, theatre TV consultant for Fabian Theatres and the Theatre Owners of America. He represents a number of theatres which are expected to join UPT in seeking a schedule of big games this fall for theatre telecasts.

Earlier proposals by Phonevision and Skiatron, not represented at Friday's session, were considered primarily in an experimental light, since neither of these systems can hope to contribute any sizable revenue to college athletic funds for a considerable period, even if they were to receive Federal Communications Commission approval, it was explained.

The deadline for reception of proposals for "live" telecasting of football games this year is June 28. The NCAA TV steering committee will continue to meet with various prospective sponsors and agencies until that time. The National Opinion Research Center of Chicago will conduct the survey to determine the effect of television on football attendance, and which medium will be best suited to aid some 200 colleges represented by the NCAA.

Hamilton said that the committee did not take up for consideration the impending investigation by the Department of Justice of alleged restraints on the telecasting of sports events.

New Sports Series On RKO Program

A new series of 13 releases to be known as "RKO Pathe Two-Reel Specials" will be a part of the short subject program scheduled by RKO Radio for 1951-1952, it was reported here by Harry J. Michalson, president of RKO Pathe.

The new series will blend a combination of theatrical entertainment and topical interest, according to Michalson and producer Jay Bonafield.

NPA Appeal Basis

(*Continued from page* 1)

that efforts to renew the lease on the old theatre have been unsuccessful. Exhorbitant rentals tantamount to eviction must be supported by evidence.

Still another factor that can be cited is "non-recoverable financial loss" as a result of firm commitments or contracts made prior to Oct. 27. Such loss could result from site preparation, purchase of land where resale would result in substantial loss, execution of contracts not cancellable without monetary loss, the storage of or delivery to the site of a substantial quantity of material fabricated especially for the project prior to Oct. 27, equipment or personal property purchased or ordered for the project prior to Oct. 27 and not saleable without loss.

Another portion of the order, containing "interpretations," makes it clear that installation of acoustical tile in an existing structure constitutes alteration and not maintenance and repair.

The bulletin also states that in determining installation costs for either personal or real property, the value of donated labor or labor performed by the owner must be included at pevailing wage rates.

Balaban Tribute

(*Continued from page* 1)

Senator Irving M. Ives and Mayor Vincent R. Impellitteri.

The dinner was a tribute to Balaban's leadership in philanthropic, patriotic and cultural activities. Beneficiary of the affair was the Westchester Jewish Center's Community House building fund. Leonard H. Goldenson, president of United Paramount Theatres; Harry M. Kalmine, president of Warner Theatres, and Harry Brandt, president of Brandt Theatres, were chairmen of the affair.

Lower Tax

(*Continued from page* 1)

agers, students or other groups, the admission tax must be computed on the full established price, not the reduced price. The change, proposed in the Committee by Rep. Forand (D., R. I.) and approved by practically every member, would compute the tax on the reduced price rather than the established price. Passes would not be taxed at all under the proposal. The change would cost the government about $6,000,000 annually, it was estimated.

The proposed change in the drive-in tax was brought up in committee by Rep. Mills (D., Ark.) but after considerable discussion it was decided that to levy the admission tax on a per-person basis would present major administrative problems for the Bureau. Moreover, some members argued that the Congressional intention was to levy the tax on admissions on whatever basis the private firm wanted to establish, and that if drive-ins wanted to levy the tax on a per-car basis, that was okay.

The Committee wound up its tentative voting on the tax bill Friday and turned the bill over to the drafting experts. It will start final voting on the measure June 5 or 6.

Paramount Ads

(*Continued from page* 1)

press," starring Joseph Cotten, Corinne Calvet and Edmund Gwenn; "That's My Boy," Dean Martin and Jerry Lewis; and Nat Holt's "Warpath," in Technicolor, starring Edmond O'Brien, Dean Jagger and Forrest Tucker.

Featuring also Paramount's July through December pictures, the ad is the third in a continuing series keyed to the theme, "More-Bigger-Better Pictures."

According to Jerry Pickman, Paramount's director of advertising-publicity, this approach will be extended to include national and consumer as well as trade paper advertising. "It is our intention," said Pickman, "to make every moviegoer in the country, as well as every exhibitor, conscious of our product with concentrated preselling on these pictures long before and current with theatre exhibition."

TRADE SHOWINGS
of
"HARD, FAST AND BEAUTIFUL"
scheduled for May 29, 1951, have been postponed. New dates of trade showings will be announced.
RKO RADIO PICTURES, Inc.

ORDER YOUR SPECIAL TRAILERS from FILMACK
QUICK SERVICE QUALITY WORK
CHICAGO, ILLINOIS 1327 S. Wabash Ave.
NEW YORK, N. Y. 619 W. 54th Street

'I can make you a Champion!'





'We can use a Champion!'

The things she had to do...
the lies she had to tell
...the love-affair
she had to hide...
these were the price of fame
in the Big-Time sports Racket!

THE FILMAKERS *present*

HARD, FAST *and* BEAUTIFUL!

Distributed by RKO RADIO PICTURES

NAT'L ADS IN THE BIG WEEKLIES:
Life · Look
Sat. Eve. Post
Collier's

AN IDA LUPINO *PRODUCTION STARRING*
CLAIRE TREVOR · SALLY FORREST
Directed by IDA LUPINO *Produced by* COLLIER YOUNG *Screenplay by* MARTHA WILKERSON

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 104 NEW YORK, U. S. A., TUESDAY, MAY 29, 1951 TEN CENTS

U-I Business Abroad Shows 18% Increase

'Optimistic' Remittance Outlook for All: Aboaf

Universal-International's business abroad during the past 28 weeks climbed 18 per cent over the corresponding period of last year, and current indications are that the rise will continue, Americo Aboaf, U-I foreign department chief, disclosed here yesterday.



Americo Aboaf

Aboaf, who returned recently from a three-week tour of France, Germany and Italy, reported also that box-office receipts have risen measurably in the

(*Continued on page 4*)

'Riviera', 'Go for Broke' Top N.Y. First-Run Grosses

New product clicked at a couple of Broadway stage show houses and the prospect of a holiday tomorrow is giving gross estimates a lift this week at New York first-run theatres.

The Roxy expects to top $105,000 for the first week of "On the Riviera," the best figure the house has had since Danny Kaye, the film's star, made a personal appearance there last winter.

(*Continued on page 6*)

SDG Elects Sidney As New President

HOLLYWOOD, May 28.—The Screen Directors Guild elected George Sidney president, succeeding Joseph L. Mankiewicz, who declined to run for re-election. Other officers elected were Frank Capra, first vice-president, Mark Robson, second vice-president, Lesley Selander, secretary, and George Marshall, treasurer. A new board of directors was also elected.

Retiring president Mankiewicz was voted the Guild's annual award for

(*Continued on page 7*)

$27-Million For 25 RKO Films in 1951

RKO Radio yesterday disclosed here that it is spending $27,000,000 to complete 25 productions in 1951, "heading for the biggest year in its history." At the same time the studio is releasing a backlog of finished films representing a $21,000,000 investment.

RKO, in association with such independent producing organizations as Wald-Krasna, Samuel Goldwyn, Walt Disney, Edmund Grainger, Sol Lesser, Filmakers and Winchester Pictures, will have a total of 33 pictures ready for distribution in 1952. This sets a studio production-budget record.

"The unprecedented program is affirmation of RKO Radio's intention to maintain peak production activity on high budget pictures regardless of gen-

(*Continued on page 7*)

Groves Named Levin Successor at CRI

Harold L. Groves, national field director of Confidential Reports, Inc., has been named to succeed Jack H. Levin, who last week resigned as CRI vice-president, John J. O'Connor, board chairman, announced here yesterday.

Groves will assume immediately all duties and responsibilities of the post held by Levin. A member of the CRI executive staff since the organization was started in 1945, Groves was responsible for the establishment of the 31 branch and five district offices now operating and has been responsible for the direction and supervision of the entire field force. He has indicated he will announce shortly plans for streamlining CRI operations.

Prior to the establishment of CRI, Groves was assistant to the director of the Copyright Protection Bureau, from 1927 to 1945.

Hardie Meakin, RKO Division Manager

WASHINGTON, May 28.—Funeral services will be held Thursday afternoon at Arlington Cemetery Chapel for Hardie Meakin, division manager for RKO Theatres and RKO representatives in Washington, who died here late Saturday. He was 61.

A veteran film industry worker, Meakin was also well known in

(*Continued on page 4*)

OKAYS FCC RULING ON CBS COLOR TV

CBS Color Programs On Air Next Week

Commercial color television programs will be on the air in New York by next week, Columbia Broadcasting System indicated yesterday following the action of the Supreme Court in upholding its right to go ahead.

The company said that it expects to have a substantial schedule of color TV programs within a few weeks and that many of the programs will be "piped" by coaxial cable to other cities from New York.

Supreme Court Ruling Is Against RCA, NBC; Expect an Early Start

WASHINGTON, May 28.—The U. S. Supreme Court today upheld the Federal Communications Commission decision approving the CBS color television system.

Barring difficulties in producing color broadcasting and receiving apparatus, this should clear the way for an early start of commercial color telecasting—at least on a limited scale. Due to defense restrictions and other factors, it will undoubtedly be considerable time before color television is used on any wide scale.

Eight of the nine Justices joined in the official court opinion, delivered by Justice Black. The ninth member, Justice Frankfurter, did not approve

(*Continued on page 4*)

Monogram Profit in 39 Weeks Doubles, Reports Broidy

HOLLYWOOD, May 28.—A profit of $258,118 for the 39-week period ended March 31, 1951, was earned by Monogram Pictures Corp. and its subsidiaries, including Allied Artists Productions, Steve Broidy, president, announced here today.



Steve Broidy

The gross income, he said, after eliminating inter-company transactions, amounted to $6,351,882.

Operations of Monogram and its subsidiaries for the 39 weeks ending April 1, 1950 resulted in a profit of $123,788. Gross income for

(*Continued on page 6*)

To Ask End of U.K. Remittance Curbs

LONDON, May 28.—Representatives of the American film industry will ask for free convertibility of all their film earnings in Britain when they come here in July for formal discussions with government officials on the films' monetary agreement, it is understood in well informed circles here.

The current remittance agreement

(*Continued on page 4*)

NEWS FLASHES

WASHINGTON, May 28.--Paramount-Richards Theatres today urged the U.S. Supreme Court to reject an appeal by Park-In Theatres for royalties under a patent licensing agreement on the Hollingshead drive-in patent which, Paramount-Richards (argued), was held invalid in the earlier case of Park-In vs. Loew's Drive-In Theatres.

•

Active support of and financial participation in the National Exhibitors Theatre Television Committee efforts to obtain frequency allocations for theatre TV from the Federal Communications Commission was announced yesterday by the Independent Theatre Owners Association of New York. The hearings begin Sept. 17.

Conservation Tour Wins Gov't Praise

Washington, May 28.—The current "conservation" tour of exchange centers by Motion Picture Association of America conservation director John D. McCullough was warmly praised today by Nathan D. Golden, film chief of the National Production Authority.

In a letter to MPAA vice-president Joyce O'Hara, Golden said he had received many messages complimenting McCullough's work "preaching the gospel of conservation and proper handling and storage of films," and that he wanted to extend the government's thanks for this effort.

Winifred Cutler Gets TOA Meet Post

Winifred Cutler of Dallas has been engaged by Theatre Owners of America to come to New York to handle details in connection with preparations for the 1951 TOA convention which will be held at the Hotel Astor here Sept. 23-27, Si Fabian, general convention chairman, has announced.

Fabian reported also that the furnishing and erection of booths for the convention trade show will be by Ivel Corp. of New York. Fabian's committee is completing a special brochure which will be mailed next month to all TOA members to acquaint them with convention information.

Taurog Urges Video, Films 'Get Together'

Veteran director Norman Taurog, visiting New York from the Coast, believes television and motion pictures must "get together" because each has something the other can use to "salutary effect." The director will leave here today for Hollywood.

Taurog, who now is free-lancing after 14 years with M-G-M, has been interviewing youngsters in New York for roles in his forthcoming Warner picture, "Room for One More." He recently completed for Hal Wallis "The Stooge," starring Dean Martin and Jerry Lewis.

Shuffle Pinza Releases

Release of M-G-M's "Strictly Dishonorable," starring Ezio Pinza and Janet Lee, has been moved up to July, while "Mr. Imperium," also starring the opera singer, has been withdrawn from July release and will be held up until the fall. Reports that "Mr. Imperium" would be shelved were denied by a company spokesman.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Memorial Day, a legal holiday.**

Personal Mention

ISADOR M. RAPPAPORT, owner of the Hippodrome, Little and Town theatres, Baltimore, is in Chicago on business.

•

DICK PITTS, editorial director of the Council of Motion Picture Organizations, will be the guest speaker at the annual meeting of the Canadian Picture Pioneers in Toronto tomorrow.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, head of M-G-M's exhibitor relations department, is due to speak Thursday before the Kiwanis Club at Newport News, Va.

•

EDWARD MOREY, Monogram-Allied Artists vice-president, is recuperating at Harkness Pavilion Medical Center here from an emergency appendectomy performed last week.

•

HAROLD MALONEY, manager of Loew's Poli Theatre, Worcester, Mass, has been discharged from the Massachusett General Hospital and is now convalescing at his home.

•

EDWARD MAPEL, owner of the Gem Theatre, Denver, has been reelected to the city council, while HOWARD BENZHAF, Tabor projectionist, won his first city council election.

•

ARTHUR HORNBLOW, JR., M-G-M producer, has delayed his departure from here for the Coast until next Tuesday.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is due in Gloversville, N. Y., today from here.

•

ROBERT UNGERFELD, Universal Pictures special events representative, left here yesterday for Boston.

•

ROBERT L. LIPPERT, head of Lippert Theatres, is in San Francisco from Los Angeles for the opening of his new drive-in theatre.

•

BEN SCHWALB, Allied Artists executive, has arrived here from the Coast.

MOREY GOLDSTEIN, Monogram-Allied Artists general sales manager, is due on the Coast June 7 from New York for conferences with STEVE BROIDY and HAROLD J. MIRISCH, president and vice-president, respectively.

•

SAM DAVIS, M-G-M Seattle manager; L. C. WINGHAM, M-G-M San Francisco head; CARL P. NEDLEY, Salt Lake City, and LOU AMACHER, Portland manager, returned to their respective headquarters yesterday after conferring with GEORGE A. HICKEY, Western sales manager, in Los Angeles.

•

STANLEY E. GOSNELL, manager of Loew's Theatre and president of the Motion Picture Theatres Association of Ontario, has received a citation for his civic activities from the city of Toronto.

•

GEORGE STRIBLING, Columbia booker in San Francisco, and MRS. STRIBLING formerly a stenographer at the Paramount exchange there, are the parents of a new son.

•

TED WORNER, New York public relations man, left here yesterday for the Coast where he will act as a technical advisor for M-G-M on a new ESTHER WILLIAMS picture.

•

ESTELLE NATHAN of the Universal home office still department became a grandmother when her daughter, MRS. FLORA HASS, gave birth to a daughter in Boston.

•

JACQUES KOPFSTEIN, executive vice-president of Astor Pictures Corp., left here yesterday for an extended trip to Europe, and will return in July.

•

FRED JOHNSON, motion picture editor of the San Francisco *Call-Bulletin*, is here for a visit.

•

HARRY RAFKA, manager of the Lower Mall, Cleveland, has become the father of a third son.

•

FRANCIS WEIL, Paramount publicist, has left here for Hollywood on a vacation.

Waring Pictures Is Formed Here

Dorothy Waring is president and treasurer of the newly-formed Waring Pictures, Inc. Dr. Morton C. Kahn, explorer and scientist, is first vice-president, Max Rothstein is executive vice-president, and Adolph Lund is secretary. Board chairman is Joseph Steiner, head of Broadcast Pictures.

Waring's first production, "Djuka," is now being cut.

Silverstone to London

LONDON, May 28.—Murray Silverstone, president of 20th Century-Fox International, is due here on June 6 for a brief visit prior to an inspection tour of 20th-Fox's Continental offices. While here he will attend the midnight charity performance of "On the Riviera" at the Leicester Square Odcon, at which Danny Kaye will appear.

Para. Stars to Tour 13 Southern States

Paramount stars John Payne, Dennis O'Keefe and Arleen Whelan will begin a 33-city personal appearance tour on June 4 to exploit the William Pine-William Thomas Technicolor film, "Passage West," in the 13 Southern states where a saturation booking has been set up.

Instead of traveling together throughout the tour, the stars will appear in a group in a branch city, then separate for several days with each covering several small towns before regrouping in another branch city, according to Jerry Pickman.

Finkle Joins Republic

Bob Finkle, formerly of Eagle Lion Classics, yesterday, joined the sales staff of Republic's New York exchange.

Capitol to Close Stage Shows; Others May Follow Suit

It's "90 per cent definite" that the Capitol will end its stage show attractions and shift to a straight film policy before the end of June, a Loew's spokesman said yesterday. It was the first confirmation of reports that a number of stage show houses on Broadway are about to change policy.

The Strand has previously announced that it will be closed during June for alterations and the installation of theatre TV and yesterday it was learned that the Rivoli has no film booked after June 5.

In the absence of an official announcement it is not known how long the house will be dark.

The Palace stage crew has been under two weeks notice for some time now and reports have run the gamut from dropping the vaudeville policy to outright closing of the house. Yesterday Sol Schwartz, RKO Theatres president, said "We're still in business there and intend to remain." He said the posting of notices was a customary precautionary measure with the approach of summer.

30 Disc Jockeys Get Parts in Duke's Film

Here to shoot sequences for "Disc Jockey," which he is producing for Allied Artists release, Maurice Duke reported yesterday that some 30 "platter spinners" from radio-TV stations in 20 major cities will appear in the picture, which will be released in August.

The production, the major part of which was filmed on the Coast, stars Ginny Simms and features Tommy Dorsey, Sarah Vaughn, George Shearing, Russ Morgan, and others.

Woods to Los Angeles

SAN FRANCISCO, May 28.—Frank Woods, Lippert Theatres executive here, will be transferred to Los Angeles where he will take over as a producer in the Lippert studio. His successor has not yet been named.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

DANA ANDREWS · CARLA BALENDA
CLAUDE RAINS
SEALED CARGO
with PHILIP DORN • RKO RADIO PICTURE
in person PEGGY LEE
RAY McKINLEY And His Orchestra
LANE BROTHERS
Extra RED BUTTONS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

SOME 850 disc-jockeys throughout the country will find themselves involved in a personal chat with Danny Kaye by the magic of a specially-devised intimate recording prepared for 20th Century-Fox's "On the Riviera," which it is estimated will reach some 8,000,000 families who have their favorites on local radio stations. The difference between this and the usual transcription is that listeners may well believe it is a two-way conversation and that Danny is personally in the studio. All the local disc-jockey has to do is to read his lines and mind his cues.

•

The top award by the Associated Business Publications for the best trade-paper campaign to sell dealers on the use of sales promotion aids has been given this year to the Carvel Hall Cutlery Co., for its tieup with "Cheaper by the Dozen," 20th Century-Fox picture. The cooperative deal resulted in actual double sales for Carvel Hall in 1950 over the previous year. The winner, written up in *Printers' Ink,* was selected from a group of 300 entries by a panel of judges headed by R. S. Reed, top executive of the John Wanamaker Stores.

•

The new *McCall's* for June scoops the entire magazine field by presenting on its cover the first especially posed picture of Greta Garbo in 10 years. The same issue devotes four pages of "Hollywood's Most Beautiful Women" as selected and photographed by Antony Beauchamp. The list, headed by Garbo, includes Arlene Dahl, Jean Simmons, Elizabeth Taylor, Constance Smith, Gene Tierney, Janice Rule, Ethel Barrymore, Ava Gardner and Mrs. David Niven. There is also a page of beauty secrets illustrated by starlet Terry Moore in this glamorous motion picture coverage.

•

Parade, *the Sunday picture magazine distributed by a string of Metropoliton newspopers, will contoin several movie featurcs in its June* 10 *issue. The editoriol pogc refers to Dorothy Gish's "Turning Point," while the "On Porode" picture-strip shows a series of scenes from United Artists "When I Grow Up." The fashion page brings Gene Tierney with her summer favorites, and the lead feature story is devoted to Marylyn Monroe and her dual personolity, under the provocative title, "Marylyn Is Two Girls."*

•

Full-page, full-color tieup ads featuring Ava Gardner and Metro's "Show Boat" will appear in a string of national magazines in June, with a combined circulation of 61,359,054. The complete list includes *Life, Woman's Home Companion, Cosmopolitan, Look, Ladies' Home Journal, Modern Screen, Modern Stories, True Story, True Romances, True Experiences, Photoplay, True Love Stories, Radio and TV Mirror, This Week, N. Y. News, Chicago Tribune, Philadelphia Inquirer, American Weekly, New York Times Magazine* and *New York Mirror.* This is the first cooperative campaign to be set by the studio through the Margaret Ettinger agency.

Review

"Excuse My Dust"

(Metro-Goldwyn-Mayer)

RED SKELTON is back in his familiar characterization as the good-natured "boob" of winning ways. Standing comparison with previous Skelton pictures, "Excuse My Dust" shapes up very well. Credit goes to director Roy Rowland who handles the material with a fine sense of comic values. The script, set in the good old days in the final stretch of the last century, implicates Skelton in a series of exploits that run the gamut of comedy, with emphasis mostly on slapstick. Produced by Jack Cummings, the film has the added benefit of Technicolor. In situations that respond to Skelton pictures, "Excuse My Dust" should do exceedingly well.

The story presents Skelton as a feather-brained inventor who toys with the idea of a horseless vehicle called a "gasmobile." To the good folks of Willow Falls in Indiana, Skelton is a menace whose invention is an insult to every self-respecting horse. It develops that Skelton is in love with pretty Sally Forrest, but her father, William Demarest, doesn't want to see any part of him, thus causing an assortment of complications. Further problems in Skelton's life are aroused by the town's gay blade, Macdonald Carey, who has a covetous eye on Miss Forrest. And the mixture is given its final flavoring of buffoonery by the arrival of Monica Lewis, an out-of-town charmer with a "yen" for Skelton.

The story is given its forward nudge towards the "machine age" when a 20-mile race of "horseless buggies" is set up. Victory means $5,000.

In his inimitably bungling and stumbling way, Skelton goes on to triumph and happy romance. Some pleasant songs and production numbers have been worked into the George Wells screenplay, with music by Arthur Schwartz and lyrics by Dorothy Fields.

Running time, 82 minutes. General audience classification. Release date, June 22.

MANDEL HERBSTMAN

Fairbanks Merges to Mass Produce for TV

HOLLYWOOD, May 28.—Negotiations are being completed for the merger of Jerry Fairbanks Productions and Official Films into an organization which will mass-produce films for television, Fairbanks announced here. Negotiations for the merger, which will make available $5,000,000 for video film programming, were conducted by Isaac D. Levy, board chairman, and Aaron Katz, president, of Official, and Fairbanks.

Under the new setup, Fairbanks Productions will act as the producing branch and Official will be the sales and distributing company. Although under terms of the deal the Fairbanks firm will, in effect, be a subsidiary, the producing company will retain its title and films produced by it will carry the Fairbanks name. Acquisition of additional studio space to augment the Fairbanks studios both here and in New York is planned to meet the mass production goal.

The award for the best motion picture of the year wos presented lost week by the General Federation of Women's Clubs to 20th Century-Fox's "Cheaper by the Dozen." The Fedcration held its annual convention in Houston, Texas, and since it names an overage of 12 films per month for exeellence, the choice of top picture for the ycar is of special importance. The ladies know what they want and specify it exactly.

•

Bocked by an extensivc national odvertising campaign, RKO Rodio's "Seoled Cargo" begins its nationwide release this week. World premiere showing took placc ot the Paramount Theatre here on Broadway and a string of first-run houses will get the picture as their Decoration Doy attroction. Full page ads in Life, Collier's, Look *and the* Saturday Evening Post *have preceded the premieres. In every area where the pictures will open, the lorgest Sunday magozine supplements will corry advertising keyed to loeal playdates.*

WALTER BROOKS

NLRB to Rule on 'Collarites' Tilt

The National Labor Relations Board in Washington is expected to rule in from three to six weeks on whether "white collar" workers at Paramount's home office and 20th Century-Fox's exchange here may vote immediately to determine whether they want to be represented by the incumbent union, Screen Office and Professional Employes Guild (DPOWA, District No. 65), or by IATSE Motion Picture Home Office Employes Local No. H-63, which has challenged SOPEG's jurisdiction at those locations.

Hearings End

Two days of hearings before Lewis Moore, chief NLRB hearing officer, were concluded here recently, and Moore will send to Washington soon his recommendations for action by the Board.

Both unions were represented at the two-day hearing.

SOPEG's position was that its contracts at Paramount and 20th-Fox will expire on Oct. 21, and therefore elections must wait until after that date. H-63 took the stand that the contracts were invalid, and cited certain phrasings to prove it.

NLRB Favors 'IA' in Set Designers Case

WASHINGTON, May 28.—The National Labor Relations Board has ruled that the Society of Motion Picture Art Directors could not represent set designers, sketch artists, illustrators and similar studio workers. It said the Society predominantly composed of supervisors, and under Board rulings, unions dominated by supervisors cannot represent non-supervisory workers.

The board ruling represented a victory for the IATSE, which had challenged the Society's right to represent non-supervisory workers and had asked the Board to dismiss a Society petition to represent these workers at major studios. The Board's action dismissed this petition.

Minneapolis Houses Holding the Line

Minneapolis, May 28.—M-G-M's local exchange staff reported to Burtis Bishop, Jr., Midwest sales manager, visiting here, that theatre closings in the Minneapolis zone due to poor business "are practically nil," although attendance in many situations are regarded as being far below normal. An M-G-M spokesman said "an honest effort" will be made to carry out the William F. Rodgers "keep theatres running" aid to hardship theatres "wherever it is feasible."

UA Subsidiary Seeks Broad Video Rights

ALBANY, N. Y., May 28.—The United Artists Television Corp. has registered a certificate here to distribute, exhibit, rent, license, acquire, own, hold, maintain, export, import, and deal in any and all motion pictures in the field of television and radio. "The corporation is likewise empowered to "produce or procure the production of programs, and to make television and radio records thereof" and is also given power to produce all types of motion pictures, to operate theatres and to engage in a general theatrical business.

Trade Showings Set For 'Show Boat'

Trade showings of M-G-M's "Show Boat" will be held in theatres in all exchange areas, starting June 11, with one exception, Philadelphia, where the Technicolor musical will be screened at the company's branch on June 11.

Nineteen theatre screenings are set for June 11, four the next day, two on June 14 and four on June 18. Included in the 19 theatres holding the first screenings will be 13 Loew's houses. The four theatres showing the film on June 18 also are Loew's situations.

Myers at Richmond Meet

RICHMOND, Va., May 28.—Abram F. Myers, general counsel for Allied States Association will be one of the guest speakers at the Virginia Motion Picture Theatres Association summer convention, June 19-20, at the Jefferson Hotel, Richmond. He will speak on what an exhibitor organization means, Carlton Duffus, executive secretary announced.

Ferrer's Award on Road

For the first time, an actual Academy Award, the one given Jose Ferrer, will be shown throughout cities in conjunction with the release of UA's "Cyrano de Bergerac," in which the star won his award. General release of the picture at popular prices will start in San Francisco's United Artists Theatre on July 20.

Mono. Signs Clement

Steve Broidy, Monogram president, today announced his company will release a series of action-adventure films to star Stanley Clements.

Under a long-term contract, Clements is to make from two to four films annually, the first of which will be "Speed Devil."

Okays CBS

(Continued from page 1)

or dissent from the opinion but did issue a separate statement declaring he was "doubtful" of the wisdom of the decision.

The Court ruling sustained a finding of a special three-judge court in Chicago, overruling objections to the FCC order brought by RCA, NBC and other firms. Justice Black's opinion was a comparatively brief one and was almost entirely based on the finding that the Commission and the lower court had adequately considered all the facts and objections. "We are convinced that the review already afforded did not fall short of that required," Justice Black said at one point. At another point he declared that all parties agreed the FCC had power to do what it did and that "it cannot be contended seriously that the Commission in taking such a course was without evidential support for its refusal to adopt the RCA system at this time."

Justice Black admitted that a "compatible" color television system would be desirable but said the Commission was within its rights to deduce that "further delay in making color available was too high a price to pay for possible compatibility in the future."

RCA Demonstrations Continue

Following yesterday's U. S. Supreme Court decision upholding the CBS color TV system, RCA announced that it will go ahead with public demonstrations of its rival color TV system.

Hardie Meakin, 61

(Continued from page 1)

Washington for his service to business and civic groups. He had been receiving treatment at George Washington University Hospital for the last four months and was transferred to Mt. Alto Hospital last week, and died there.

Starting out in touring stock companies, Meakin, after serving in World War I, became Washington correspondent for *Variety*. From there he went to the Fox Theatre here as press agent and later became manager. He joined RKO Keith's in 1931, and was manager of the theatre from then on except for three years from 1944 to 1947 when he served as assistant division manager of the Midwest Washington division and division manager of the Washington - Trenton - New Brunswick division of RKO Theatres.

The widow and two sons survive.

Macdonald Named FWC Manager

SAN FRANCISCO, May 28.—A farewell dinner was given Harry Seipel, former Fox West Coast peninsula district manager who will leave on Sunday for his new assignment with Hoyte Theatres in Sydney, Australia.

C. E. Macdonald, formerly of Fresno, has taken over Seipel's Peninsula district.

MPAA Meeting Friday

Scheduled to meet here yesterday, the Motion Picture Association of America executive committee, comprising company presidents, postponed its conclave until Friday because previous commitments made it impossible for a number of members to attend.

Festival of Britain Brings Box-office Bonanza: Kramer

The Festival of Britain is bringing a sharp pick-up in business to theatres all over England, Nat Kramer, general sales manager of Eros Films, largest of Britain's independent distributors, reported here yesterday upon his arrival from London. Festival functions now are being held all over Great Britain.

Interviewed at the office of Americo Aboaf, Universal-International's foreign manager, with Alfred E. Daff, U-I world-wide distribution chief sitting in, Kramer said that, notwithstanding reports of a decline in theatre business in Britain last year, "if a picture is good it will gross bigger than ever in that country."

Eros, which has been in business four-and-a-half years, started by distributing Universal reissues only, at present not only releases current U-I product but produces films on its own, Kramer said.

Asked if television has affected the box-office in Britain, Kramer said if America had the sort of television entertainment that Britain has the exhibitors in this country would be little concerned. British television is bad, he added.

Here for an indefinite stay as Universal's guest, Kramer said his company has released to American telecasters some of the pictures it has produced. He hopes to make a deal for the release of Eros' "better" productions to U. S. theatres, he added. The company produced eight last year, and expects to turn out the same number this year.

Silverstone Farewell Dinner in Toronto

TORONTO, May 28.—Arthur Silverstone, who has been 20th Century-Fox's Canadian division manager for the past three years, was honored by industry associates at a dinner at the Royal York Hotel here on the occasion of his departure to take up his new duties as the company's Eastern sales manager.

Among the 125 who attended the dinner were Haskell Masters, Doug Rosen, J. J. Fitzgibbons, Morris Stein of FPC; L. W. Brockington, David Briesdorf, and Jule Allen.

U. K. Fiscal Curbs

(Continued from page 1)

expires Oct. 1 but the basic pact runs to June 1, 1952.

John McCarthy, Motion Picture Association of America vice-president, arrived here from the Continent yesterday and arrangements have been made for him to meet Sir Hartley Shawcross, new president of the Board of Trade, this week. The meeting will be officially regarded as a courtesy call only. McCarthy is scheduled to sail for New York Friday on the *Queen Elizabeth*. He plans to be back here in July for the remittance pact talks, accompanying Joyce O'Hara of the MPAA and Society of Independent Motion Picture Producers' representatives.

Chester Signs Downs

HOLLYWOOD, May 28.—Monogram producer Hal E. Chester has signed Cathy Downs to star opposite her husband Joe Kirkwood in "Hitch Hike Killer."

CEA Meet to Act On Tax Boost Plan

BOURNEMOUTH, Eng., May 28.—The annual meeting of the Cinematograph Exhibitors Association which opened here today will include a special meeting on Wednesday of CEA's general council on the government's new entertainment tax proposals and on the demand of the National Association of Theatrical and Kine Employees for increased pay and new working conditions for theatre employes.

The council will be asked also to authorize CEA discussions with the Kinematograph Renters Society which may lead to a new standard booking contract.

Compromise Tax

Authoritative information is that the compromise tax proposal made by the all-industry negotiators involves an increase of three-pence in seat prices above one shilling. Below that price reductions in taxation are proposed, ranging from complete exemption for the cheapest seats to a half-penny on the intermediate prices up to a shilling.

Of the three-pence increase it is proposed that one and one-half pence should be retained by the Treasury; one-half pence go to the Production Pool and one pence be retained by exhibitors. There is opposition to the plan from CEA groups which do not believe the public will accept a three-pence increase in seat prices.

Production Spurt On in Hollywood

HOLLYWOOD, May 28.—The production index went up four points for a total of 45 pictures in work. Ten new pictures were started while six were completed.

Those Started

Started were: "The Kid from Amarillo" and "Jungle Jim in the Forbidden Land," Columbia; "The Basketball Fix" (Jack Broder Productions) and "The Valparaiso Story" (Roland Reed Productions), Independent; "Sky High," Lippert; "Lone Star," Metro-Goldwyn-Mayer; "Flight to Mars," Monogram; "The Cimarron Kid" and "The Door," Universal-International; "Starlift," Warner.

Completed were: "Man in the Saddle," Columbia; "The Two-Dollar Bettor" (Jack Broder Productions), Independent; "Wings Across the Pacific," Republic; "The Racket" (Edmund Grainger Productions), RKO Radio; "A WAC in His Life," 20th Century-Fox; "As Time Goes By," Warner Bros.

Korda's London Film Reports '50 Profit

LONDON, May 28.—Sir Alexander Korda's London Film Productions reported a profit of £5,224 ($14,627) for the year ended Aug. 31, 1950. The result compares with a loss of £62,346 for the previous year. Unpaid dividends on the preferred stock now amount to £293,054.

U-I Business

(Continued from page 1)

latter three countries, and that the outlook for a stepped-up rate of remittances from foreign countries generally is "optimistic" for American distribution companies.

Various factors have combined to bring the business upturn abroad, Aboaf indicated. These include better bookings, exploitation and product, general inflation, and, in countries like Germany and Italy, reconstruction activity.

British Outlook

Aboaf said that while box-office receipts in Britain have dropped some seven per cent generally this year, U-I's business in that country "is improving all the time."

In those European countries where receipts have risen, drop-offs in attendances have been noted, with the better grosses accounted for by admission price increases, Aboaf explained in touching on the inflation factor.

For example, Aboaf said, attendances in France fell from 400,000,000 in 1947 to 372,000,000 in 1949, while a rise in receipts from 14,000,000,000 francs in 1947 to 20,000,000,000 francs in 1948 was recorded. Aboaf could supply no figures or percentages for Germany, but he reported that theatre receipts in Italy are up 10 to 15 per cent this year over last.

There has been no adverse reaction from governments or the public to increased admissions, according to Aboaf, although he reminded that in countries where the cost-of-living is rising there is public resentment against the overall upward climb of prices.

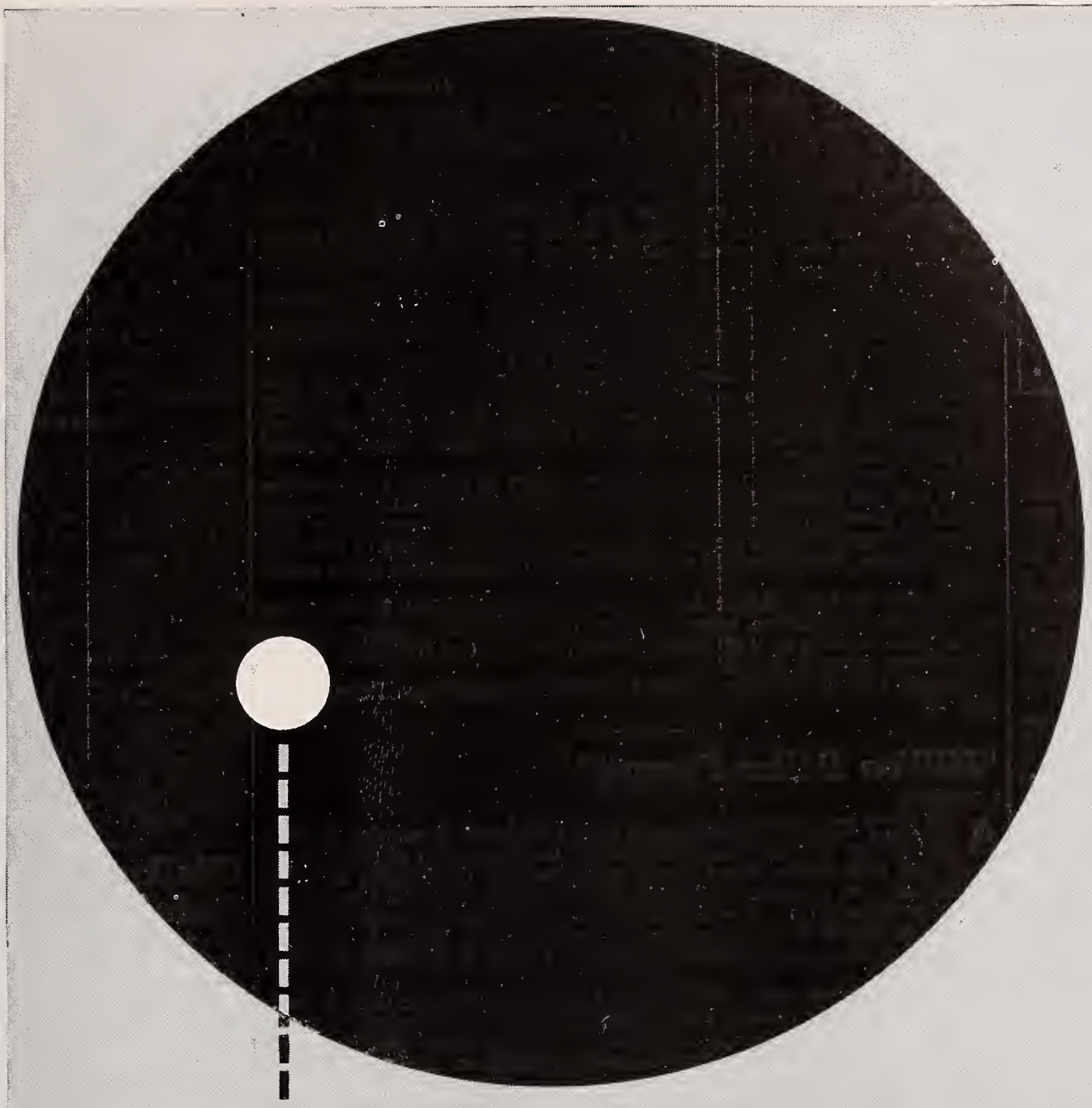
In Germany, however, not only inflation, but also the fact that large-scale reconstruction of war-damaged theatres has taken place can be given as the reason for better theatre business there, Aboaf said. Thus, there have been created in Germany more theatres to keep attendance figures up.

Aboaf noted that a playing time quota of 27 to 33 per cent for German pictures in Germany is planned. He said there also has been discussed the possibility of setting up in that country a supplementary "old picture" quota which would call for the importation by Germany of one American reissue for every German reissue shown.

Lauds McCarthy

The U-I foreign chief lauded the achievements of John G. McCarthy, head of the Motion Picture Association of America's foreign department, in closing the Italo-American film pact in Rome recently. He added that McCarthy has begun talks with the French looking toward a satisfactory arrangement under a new Franco-American film pact. The MPAA foreign department chief is expected back here from Europe this week, Aboaf said.

The Italians soon will send here film officials who will set up, under the terms of the pact, a distribution unit which will dub, print, publicize and exploit Italian-made films preparatory to their distribution by U. S. companies, Aboaf said. He added that the head of the unit will be an American, however.



BRIGHTEST SPOT IN THE WORLD!

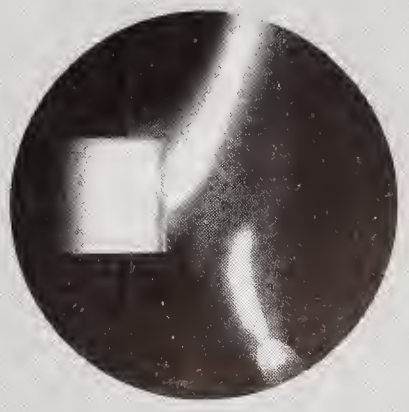
ITS AREA is less than one quarter square inch. It is the most powerful "point source" of light in the world. It is the crater in the tip of an experimental positive "National" High Intensity carbon.

Into this tiny spot is packed the same amount of light which would be emitted by 137,000 brightly burning candles!

This crowding of a terrific amount of light into a small area is a feature of the "National" carbons used in movie production and projection. It is called *intrinsic brilliance*. This is what makes your pictures so bright and pleasing to look at.

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Suburbans in Boston Eliminate Matinees

Boston, May 28.—Several suburban theatres in Greater Boston have eliminated the usual two P.M. matinee opening. Matinee attendance and grosses have been off considerably which resulted in the elimination. These theatres now open at six P.M. They present a show and a half, with the main feature shown twice and the second feature only once. In some cases when the pictures are of ordinary length the theatres present two full showings.

N. Y. Grosses

(*Continued from page* 1)

Mimi Benzell heads the stage show. An early opening tomorrow will provide an extra show.

"Go for Broke" is excellent at the Capitol, where an opening week of around $55,000 is the best this spring. Les Brown and his band top the stage offering. "Sealed Cargo" is having a satisfactory first week at the Paramount, with a $50,000 gross estimated. Ray McKinley's band is on stage.

"The Great Caruso" is still sensational at Radio City Music Hall, with a $155,000 estimate for the third week equal to the opening week smash. A revue is on stage. "Along the Great Divide" is doing modestly for its second week at the Strand, with about $23,000 expected. The stage attraction is "Parisian Follies."

The only two new films at straight film houses are bringing in mild returns. "Smugglers' Island" at the Rivoli is expected to bring in about $12,000 while "Inside the Walls of Folsom Prison" will be lucky to break $10,000 in its initial week's gross at the Globe.

Ends Long Run

"Born Yesterday" is concluding a highly successful 23-week run at the Victoria with a final gross of about $10,000; "Fabiola" will open there this evening. "Valentino" is holding up at the Astor, with a sixth week due to bring in $12,000.

"Kon-Tiki" is dipping slightly, to an estimated $10,500 for its eighth week at the Sutton, but the figure is still eminently satisfactory. "Teresa" is also doing nicely at the Trans Lux 52nd Street, with around $6,000 due for its eighth week.

"Tales of Hoffman" is still near-capacity at the Bijou with a steady $14,500 expected for an eighth week. The town's other roadshow bill, "Cyrano de Bergerac," is closing in its eighth week at the Golden with $5,000 grossed. Previously it had a long run at the Bijou.

"Apache Drums" is leaving Loew's State after nearly four weeks: the final four days is expected to add up to $5,000. A reissue replaces it. The final three days for "The House on Telegraph Hill" is expected to bring the Holiday around $3,500; "Goodbye, My Fancy" bows in there today.

'Hollywood' Opens Friday

CHICAGO, May 28.—With stars of yesterday, today and tomorrow making personal appearances on stage and aiding in the advance promotion, Universal-International's "Hollywood Story" will have its world premiere at the Chicago Theatre here on Friday.

Reviews

"Little Big Horn"

(Lippert Productions) *Hollywood, May 28.*

THE TRAGIC STORY of a cavalry detachment that had set out from Fort Abraham Lincoln to intercept and warn General Custer's command on its way to the Little Big Horn and decimation by the Sioux is told here with grim, sometimes stark realism.

With Lloyd Bridges and John Ireland as the personally antagonistic officers in charge, the detachment makes its way doggedly through Sioux-infested terrain, suffering hardships, fighting off sniping attackers, sustaining casualties, but driving ever forward, until wiped out to a man by overwhelming numbers of the enemy.

Marie Windsor, who appears briefly but importantly, is another marquee name heading a large and strikingly competent cast. Rife with action, and founded on the theme of determined devotion to duty, the production promises a solid return on any showmanship invested in its exploitation.

The script, by Charles Marquis Warren, who also directed, opens with Miss Windsor, as Bridges' wife, urging Ireland, his fellow officer, to resign his commission and take her away from Army life. Bridges overhears, there is a tense scene between the three, and the husband leaves to head a patrol into the Indian country.

Shortly thereafter Ireland is sent to carry orders to Bridges for his return to the fort, but Bridges, knowing Custer is riding into certain death, orders Ireland to accompany him on a desperate 250-mile ride to warn Custer. The personal struggle between the two men, and the personal stories of others in the detachment, background the over-all story of the command's tragic undertaking.

Executive producer Robert L. Lippert and producer Carl K. Hittleman stuck to the straight-line narrative form, developing their picture steadily and without cutbacks or trick switches, with the result that the ending arrives with almost stunning impact.

Running time, 85 minutes. General audience classification. Release date, May 23.

"Million Dollar Pursuit"

(Republic)

A FAIRLY EXCITING, frequently tense melodrama is unreeled in "Million Dollar Pursuit," which director R. G. Springsteen starts off a bit slowly but then moves into a steady pace centering considerable attention, meritoriously, on character portrayals, with contributions in this connection coming principally from Norman Budd, as a small-time somewhat deranged criminal in pursuit of a cool million dollars, and Paul Hurst, as a gentle, Bible-reading farmer who is forced to harbor a gang of criminals, including Budd.

Budd starts things when, flat broke and in dispute with the mob, he finds a key to the cashier's office at a large department store. He intends to handle the burglary job alone, but he boasts of his plans and four other thugs cut themselves in on the robbery. The loot totals $500,000, but Budd and his confederates are unable to spend it because the bills are marked.

Tension in their hideout mounts, and the hoodlums fight among themselves; one of them is killed. Later, two others are killed in a police trap when they try to pass the money to a fence, Grant Withers. Half-crazy with fear, Budd murders the remaining member of the gang and then goes to the apartment of his former girl friend, Penny Edwards, a night club singer who had served a short prison term. The police, led by Steve Flagg, Miss Edwards' current romantic interest, close in and after an exciting gun battle, Budd is shot. Before he dies, he confesses he had framed Miss Edwards. Her name cleared, Miss Edwards feels free to marry Flagg.

Others in the cast are: Rhys Williams, Mikel Conrad, Paul Hurst, Denver Pyle, Ted Pavelec, John de Simone, Don Beddoe, Edward Cassidy, Edward Clark, John Hamilton, George Brand and Jack Shea. Stephen Auer was associate producer. Albert De Mond and Bradbury Foote wrote the screenplay.

Running time, 60 minutes. General audience classification. Release date, May 30.

"Outlaws of Texas"

(Monogram)

FOLLOWERS of Western film fare will be satisfied with the quota of gunplay, horseplay and fisticuffs contained in "Outlaw of Texas," which, while carrying a routine story, has a satisfactory share of excitement, to which star Whip Wilson contributes with an added dash of lively bull-whip performing. Vincent M. Fennelly produced, Thomas Carr directed, and Dan Ullman wrote the screenplay.

Injected into the production is a bit of novelty in that two of the outlaws —Phyllis Coates and Tom Farrell—are sympathetic characters who really want to be good, but, somehow, drifted into a life of crime. Even though they have good hearts, Miss Coates and Farrell accompany the other members of the gang, hardened criminals, to jail in the end, after Wilson and his sidekick, Andy Clyde, bring them to justice. Clyde, the always eternally hungry cowboy, again provides the laughs. He and Wilson join the gang, a very successful organization of bank robbers, headed by Miss Coates. It is a simple matter after that for Wilson, really a U.S. marshal to arrest the outlaws.

Others in the cast are: Terry Frost, Zon Murray, George DeNormand, Steve Carr and Stanley Price.

Running time, 56 minutes. General audience classification.

Monogram

(*Continued from page* 1)

the 1949 period, after eliminating inter-company transactions, was $6,935,127.

Commenting on the future of the industry, Broidy said: "The motion picture screen offers the public the biggest and best in entertainment. No other medium can provide such wide scope entertainment as that which emanates from Hollywood studios.

"There is only one way to meet competition in our business, and that is by delivering a more attractive entertainment package to the public. Our current upward swing in financial returns is a strong indication that our companies are doing just that.

Close Field Ties

"In recent months, we have worked even more closely than before with the distribution men in the field because it is they who constantly contact the public and learn first-hand what it wants.

Broidy also said that strong emphasis is being placed on color as a result of the good grosses on color films released to date. Six Cinecolor films already are on the Monogram agenda. One, now nearing completion, is "Flight To Mars," in which Marguerite Chapman and Cameron Mitchell co-star. The others, to be filmed, are "Rodeo," "The Big Top," "Hiawatha," based on the poem by Henry Wadsworth Longfellow; "Fort Osage," and "The Wild Land."

Winikus Devises New Style 'Prowler' Ads

In addition to a campaign of regular-size newspaper advertisements, United Artists will offer exhibitors with the release of S. P. Eagle's "The Prowler," advertising packages designed to accommodate limited advertising budgets, it was reported here yesterday by Max E. Youngstein, UA vice-president.

The innovation, devised by Francis M. Winikus, UA advertising manager, is expected to fill a long-standing need expressed by smaller theatres. It is explained in a special pressbook prepared by Hy Carnow.

First-Run Comes to Kansas City, Kansas

KANSAS CITY, Kans., May 28. — This 150,000 population sister city of Kansas City, Mo., heretofore having only subsequent runs to the Missouri city's first-runs, has gotten first-run approval from distributors for the Granada, a Fox-Midwest house. The theatre will show first-run day and date with the three Fox-Midwest day-and-date first-run Greater Kansas City group, the Fairway in Johnson County, the Tower in downtown Kansas City, Mo., and the Uptown in midtown Kansas City, Mo.

Boston 'Dimes' Drive Cites Film Industry

BOSTON, May 28.—Edward X. Callahan, 20th Century-Fox Atlantic division manager and chairman of the motion picture division of the Suffolk County March of Dimes drive, tonight accepted a citation for the motion picture industry's part in the recent drive for funds. It was presented at a dinner held at the Copley Plaza Hotel.

25 RKO Films

(*Continued from page* 1)

eral industry slackoffs," it was stated. The studio is operating with a full quota of man and executive-power on an around-the-clock basis.

Averaging four productions a month in order to bring the line-up in on schedule, RKO will account for:

"High Frontier," "The Korean Story," "The Las Vegas Story," "Androcles and the Lion," "Girl Gangs," "They Sell Sailors Elephants," "Tonight We Sing," "The Half-Breed" and "Les Ballets de Paris," the latter pair to be filmed in Technicolor; and "African Intrigue," "The Racket," "The Day They Gave Babies Away" and "Blackbeard the Pirate" (Technicolor) to be produced by Edmund Grainger.

Wald-Krasna will produce at RKO: "The Blue Veil," "Behave Yourself!" "High Heels," "Size 12," "Cowpoke," "Clash By Night," "The Harder They Fall," "I Married a Woman," "Strike A Match," "Exclusive Model," "The Gentle Sin" and "The USO Story," the latter to be filmed in Technicolor.

Balance of the program includes "The Big Sky" and "The Left Hand of God," from Winchester Pictures; "I Want You" and "Hans Christian Andersen" (in Technicolor), Samuel Goldwyn; "Alice in Wonderland" and "Robin Hood," both in Technicolor, from Disney; "Day Without End," from Filmakers, and "Tarzan the Hunted" from Lesser.

Pine-Thomas Sign 2-Year Para. Pact

HOLLYWOOD, May 28.—William H. Pine and William C. Thomas have signed a new two-year contract with Paramount to make eight pictures involving approximately $10,000,000 worth of production. The new contract takes effect next year.

Pine has been with Paramount for 25 years.

Columbia Seeks to Settle Rossen Pact

HOLLYWOOD, May 28.—Columbia is negotiating with Robert Rossen, now in Mexico, for settlement of his contract which has two pictures to go. Rossen, whom the Un-American Activities Committee has been unable to serve with a subpoena due to his absence from the country, reportedly is forming an independent company to produce films in Mexico possibly with some American talent. He made "Brave Bulls" and "All the King's Men" for Columbia release.

Kramer to Film Sex Maniac Story

HOLLYWOOD, May 28. — Stanley Kramer has scheduled "The Sniper," a story about a sex maniac, for his seventh production for Columbia release. The story is original by Edward and Edna Anhalt, who will act as associate producers, and is described as concerning a man who has aggressive tendencies toward women.

A Kramer representative said the story was of a high moral tone and will point out the need for society to find ways and means of dealing with sex maniacs.

'Barry' to Close

PITTSBURGH, May 28.—The Barry Theatre here, which has followed a double-bill policy highlighting Westerns, will close its doors shortly due to poor business. It will be torn down and the site will be used as a parking lot.

Reviews

"The Hills of Ireland"

(*World Travel Films*)

THE color and flavor of Ireland and its people are captured in this hour-length feature. "The Hills of Ireland" is fondly narrated by Pat O'Brien as the camera travels over familiar sounding places and picturesque areas. The audience will understand why the name, "Emerald Isle," always evokes a nostalgic sentiment to those of "the ould sod."

Beautiful Killarney Lakes, the activity of cities like Dublin, Galway, Cork, Belfast, Donegal and Sligo, the renowned Blarney Stone and Giant's Causeway are some of the sights brought into view. There are also glimpses of St. Kevin's Bed, Ben Bullen and Aran Island with its truly Gaelic natives.

The Dublin Horse Show, pageantry crossroads dancers in native dress, appearances of Eamon De Valera, Sean O'Kelly and Prime Minister Costello, conversation of some famous local personalities and finally the family Rosary are touches that give this film an appeal above the ordinary travelogue.

Several nostalgic songs, written to commemorate the beauty of the Emerald Isle, like "Killarney," "Galway Bay" "Hills of Donegal" and "The Soldier's Song" (the Irish national anthem) are given a fine rendition by Christopher Lynch with a competent musical assist from a 32-piece symphony orchestra.

This picture took two years in the making, was photographed in Kodachrome and was produced and directed by Harry Dugan. It is indeed visual evidence that Ireland is a country not to overlook in traveling, armchair or otherwise.

Running time, 60 minutes. General audience classification. Release date, May 21.

"Ghost Chasers"

(*Monogram*)

ROLLICKING NONSENSE is a more appropriate appellation for this William Beaudine directorial effort rather than the threat of gloom which the present title might imply. Jan Grippo produced, for Monogram.

The Bowery Boys are in it and from there on in that means roughhouse, but of a good-natured sort with a maximum of laughs nurtured by Beaudine from Charles R. Marion's screenplay. Lloyd Corrigan is the ghost and he is allied with the madcap Bowery-ites—Huntz Hall, Leo Gorcey, Billy Benedict, et al. But the ghost is a gentle ghost, a playful ghost, a ghost with a sense of humor.

The boys establish themselves as a sort of better business bureau with a spiritualists' headquarters as their target of attack. They invade the spiritualists' place and are hynotized, almost drowned, and shot at, before, with the aid of the friendly ghost—a pilgrim whose Elizabethan diction contrasts sharply with the lads' fractured English—they escape and turn the charlatans over to the police. The film is full of comic types—Bernard Gorcey, a shopkeeper who is not on speaking terms with the king's English; Jan Kayne, a waitress with a spiced tongue; Jack Eagen, a timid private eye, and, of course, the raucous, zany boys from the Bowery.

Others in the cast are Billy Benedict, David Gorcey, Buddy Gorman, Philip Van Zandt, Lela Bliss, Hal Gerard, Marshall Bradford, Argentina Brunetti, Robert Coogan, Doris Kemper, Belle Mitchell.

Running time, 69 minutes. General audience classification.

Further Arbitration Talks Must Await Final Decrees

There will be no further formal consideration given to possibilities for establishing an industry-wide system of arbitration until after the 20th Century-Fox and Loew's theatre divorcement decrees are approved, distributoin sources indicate.

The 20th-Fox consent decree is scheduled to be entered June 7 in the New York Statutory Court, and the government has agreed to extend to July 31 the deadline for Loew's to file a divorcement plan with the court.

It is expected that for a considerable time after these two final decrees are approved, attorneys for both companies will be so preoccupied with legal details inherent in the disposition of theatre properties that they will have to postpone further any consideration of the arbitration question.

Abram F. Myers, Allied States general counsel, was advised recently by the Allied board to combine future discussions with the distributors on arbitration with consideration of Allied's demands for improvements in the competitive bidding structure. Later, Myers said he would await word from the distributors with respect to holding further talks on arbitration. Theatre Owners of America put itself on the side of arbitration in talks last year with the distributors.

Slate NLRB Election At L.A. UWF Office

WASHINGTON, May 28.—The National Labor Relations Board today ordered an election among the clerical employes at the Los Angeles office of United World Films to determine whether they want to be represented by UOPWA local 253 or IATSE or neither.

CBS Splits Network TV-AM Sales Unit

The net work sales service department of the Columbia Broadcasting System will function as two separate divisions, AM and TV, effective June 18, it was announced by J. L. Van Volkenburg, CBS vice-president in charge of network sales in a statement.

Censors to Tighten Up on 'Violence'

Toronto, May 28.—Chairman O. J. Silverthorne of the Ontario Board of Censors has announced that the various provincial censors in Canada have decided to deal severely in a uniform manner with films showing undue violence, following official protests made to Hollywood producers.

Referring specifically to his own board, the Ontario chairman expressed the opinion that "the number of films relating to the commission of crime is undesirable, particularly when social conditions are by no means normal."

Natural Vision Set For Production Use

HOLLYWOOD, May 28. — Following a press demonstration using both color and black-and-white test reels, Natural Vision Corp. president M. L. Gunsberg said today that the company is prepared to license its three-dimensional motion picture equipment to major and independent producers for immediate use.

Gunsberg, a writer-director-producer in his own right, said his company has a script ready for independent production, but that a major company may first use the device instead. He said the company plans to roadshow the first production. A large turnout of lay press correspondents witnessing today's demonstration was manifestly impressed with the results.

Utilizes 2 Cameras

The device, developed at a cost of approximately $100,000, utilizes two standard cameras, trained at eye-space apart, to obtain two film strips which, when projected simultaneously from two synchronized projectors, give a stereoscopic effect when viewed through polaroid spectacles.

Due to the need for four projectors to maintain continuous operation, one or two projectors must be added temporarily to the present equipment in most theatres, at a cost of $500 to $1,000.

Seeks Toledo TV Outlet

CINCINNATI, May 28.—A construction permit to operate a television station in Toledo, on Channel No. 11, has been made to the Federal Communications Commission by Crosley Broadcasting Corp.

Theatre Owner Missing

OTTAWA, May 28.—John Hausler, 55, owner of the Westboro Theatre here, is missing on a fishing trip in the Quebec Lake region and the police are investigating the possibility of a drowning accident.

SDG Elects Sidney

(*Continued from page* 1)

directorial achievement for his direction of "All About Eve."

The guild membership also approved new by-laws, including one requiring all members or applicants for membership to sign a non-Communist oath.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS	LIPPERT
Apr. 22	(May Releases) **THE BRAVE BULLS** Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51) **WHEN THE REDSKINS RODE** (Color) Jon Hall Mary Castle D—78 min. (Rev. 5/15/51)	**THE GREAT CARUSO** (Color) Mario Lanza Ann Blyth MD—109 min. (Rev. 4/13/51)		(May Releases) **APPOINTMENT WITH DANGER** Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51) **THE LAST OUTPOST** (Color) Ronald Reagan Rhonda Fleming D—87 min. (Rev. 4/17/51)			(May Releases) **FOLLOW THE SUN** Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51)	(Sherrill Corwin) **THE MAN FROM PLANET X** Robert Clark D—76 min. (Rev. 3/13/51)	(J. Arthur Rank) **OLIVER TWIST** Robert Newton Alec Guinness D—105 min. (Rev. 4/30/51)	(May Releases) **THE FAT MAN** J. Scott Smart Julie London D—77 min. (Rev. 4/2/51) **KATIE DID IT** Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51) **SMUGGLER'S ISLAND** (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)	**ONLY THE VALIANT** Gregory Peck Barbara Payton O—105 min. (Rev. 3/6/51)	
Apr. 29		**THE PAINTED HILLS** (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	**GHOST CHASERS** Bowery Boys C (5112)		**BUCKAROO SHERIFF OF TEXAS** Michael Chapin Elleen Janssen O—60 min. (Rev. 12/21/50)	**TOKYO, FILE 212** Florence Marly D—84 min. (Rev. 4/24/51)	**ON THE RIVIERA** (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51)	(Rob't. Stillman) **TRY AND GET ME** Kathleen Ryan Lloyd Bridges D—92 min. (Rev. 12/6/50)	(Wm. Dieterle) **VOLCANO** Anna Magnani D—110 min.			
May 6			**BLAZING BULLETS** Johnny Mack Brown O—51 min. (5142)				**RAWHIDE** Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(Doug. Sirk) **THE FIRST LEGION** Charles Boyer Lyle Bettger D—86 min. (Rev. 4/11/51)			**I WAS A COMMUNIST FOR THE FBI** Frank Lovejoy D—83 min. (Rev. 4/19/51)	**DANGER ZONE** H. Beaumont Edward Brophy D (Release: 4/20/51)
May 13	**SMUGGLER'S GOLD** Cameron Mitchell Amanda Blake D—64 min. (Rev. 5/15/51) **SNAKE RIVER DESPERADOES** Charles Starrett Smiley Burnette O—54 min. (Rev. 5/22/51)	**HOMETOWN STORY** Donald Crisp Jeffrey Lynn Marjorie Reynolds D—61 min. (Rev. 5/8/51)	**CAVALRY SCOUT** (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) **I WAS AN AMERICAN SPY** Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)		**BULLFIGHTER AND THE LADY** Robert Stack Joy Page D—87 min. (5009) (Rev. 5/1/51)		(June Releases) **HALF ANGEL** (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(Irving Allen) **NEW MEXICO** (Color) Lew Ayres Marilyn Maxwell D—76 min. (Rev. 5/3/51)	(Herb. Wilcox) **ODETTE** Anna Neagle Trevor Howard D—105 min. (Rev. 1/4/51)			**PIER 23** H. Beaumont Ann Savage D—57 min. (Rev. 5/22/51) (Release: 4/27/51)
May 20		**GO FOR BROKE** Van Johnson D—92 min. (Rev. 3/27/51)	**ACCORDING TO MRS. HOYLE** Spring Byington D—60 min. (5122)		**IN OLD AMARILLO** Roy Rogers Penny Edwards O—67 min. (Rev. 5/22/51) **WELLS FARGO GUNMASTER** Allan "Rocky" Lane O—60 min. (Rev. 5/15/51)			(S. P. Eagle) **THE PROWLER** Van Heflin Evelyn Keyes D—92 min. (Rev. 5/2/51)				**GOODBYE, MY FANCY** Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	
May 27	(June Releases) **LORNA DOONE** (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)		**NEVADA BADMEN** Whip Wilson O—58 min. (5152)	(June Release) **DEAR BRAT** Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)	**FUGITIVE LADY** Janis Paige Binnie Barnes D **MILLION DOLLAR PURSUIT** Penny Edwards Grant Withers D—60 min.	**SEALED CARGO** Dana Andrews Carla Balenda Claude Rains D—90 min. (Rev. 4/24/51)	**AS YOUNG AS YOU FEEL** Monty Woolley Thelma Ritter David Wayne Jean Peters CD	(Jules Levey) **FABIOLA** Michelle Morgan Henry Vidal D—96 min. (Rev. 5/4/51)					**ROARING CITY** H. Beaumont R. Travis D (Release: 5/4/51)
June 3	**THE TEXAS RANGERS** (Color) George Montgomery Gale Storm O—68 min.	**NIGHT INTO MORNING** Ray Milland John Hodiak D—86 min. (Rev. 5/21/51)			**FIGHTING COAST GUARD** Brian Donlevy Forrest Tucker D—86 min. (Rev. 4/27/51)	**HARD, FAST AND BEAUTIFUL** Claire Trevor Sally Forrest D—76 min. (Rev. 5/23/51)			(Ed Gardner) **THE MAN WITH MY FACE** Barry Nelson D—75 min. (Rev. 5/15/51)		**ALONG THE GREAT DIVIDE** Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)	**KENTUCKY JUBILEE** J. Colonna J. Porter M—75 min. (Release: 5/18/51)
June 10	**CHINA CORSAIR** Jon Hall Lisa Ferraday D	**NO QUESTIONS ASKED** Barry Sullivan Arlene Dahl D	**CASA MANANA** Robert Clarke Virginia Welles M—73 min. (5116)			**JUNGLE HEADHUNTERS** (Color) Documentary 66 min. (Rev. 5/15/51)	(July Releases) **THE GUY WHO CAME BACK** Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51)	(W. Lee Wilder) **THREE STEPS NORTH** Lloyd Bridges Aldo Fabrizi D—85 min.	(Jack Schwarz) **THE HOODLUM** Lawrence Tierney D	(July Releases) **FRANCIS GOES TO THE RACES** Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)		
June 17	**SILVER CANYON** Gene Autry O	**EXCUSE MY DUST** (Color) Red Skelton Sally Forrest C—82 min.	**FATHER TAKES THE AIR** Raymond Walburn Walter Catlett C	(July Releases) **PASSAGE WEST** (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)	**SECRETS OF MONTE CARLO** Warren Douglas Lois Hall D	**BEST OF THE BAD MEN** (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)	**THE FROGMEN** Richard Widmark Dana Andrews Gary Merrill D	(Danziger Bros.) **ST. BENNY THE DIP** Dick Haymes Nina Foch Roland Young CD—80 min.		**THE PRINCE WHO WAS A THIEF** Tony Curtis Piper Laurie D	**INSIDE THE WALLS OF FOLSOM PRISON** Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)	**LITTLE BIG HORN** John Ireland Lloyd Bridges Marie Windsor D—82 min. (Release: 6/18/51)
June 24	(July Release) **SIROCCO** Humphrey Bogart Lee J. Cobb D—98 min.	**KIND LADY** Ethel Barrymore Maurice Evans D	**MONTANA DESPERADO** Johnny Mack Brown O (5143)				**TAKE CARE OF MY LITTLE GIRL** (Color) Jeanne Crain D	(John Arent) **TWO GALS AND A GUY** Robert Alda Janis Paige CD		**COMIN' ROUND THE MOUNTAIN** Bud Abbott Lou Costello Dorothy Shay C		
July 1		**STRICTLY DISHONORABLE** Ezio Pinza Janet Lee CD						(John Arent) **CAIRO ROAD** Eric Portman D			**STRANGERS ON A TRAIN** Farley Granger Ruth Roman Robert Walker	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

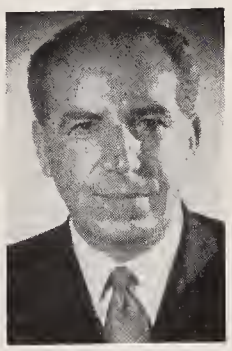
Accurate Concise and Impartial

VOL. 69. NO. 104 NEW YORK, U. S. A., TUESDAY, MAY 29, 1951 TEN CENTS

U-I Business Abroad Shows 18% Increase

'Optimistic' Remittance Outlook for All: Aboaf

Universal-International's business abroad during the past 28 weeks climbed 18 per cent over the corresponding period of last year, and current indications are that the rise will continue, Americo Aboaf, U-I foreign department chief, disclosed here yesterday.



Americo Aboaf

Aboaf, who returned recently from a three-week tour of France, Germany and Italy, reported also that box-office receipts have risen measurably in the

(*Continued on page 4*)

'Riviera', 'Go for Broke' Top N.Y. First-Run Grosses

New product clicked at a couple of Broadway stage show houses and the prospect of a holiday tomorrow is giving gross estimates a lift this week at New York first-run theatres.

The Roxy expects to top $105,000 for the first week of "On the Riviera," the best figure the house has had since Danny Kaye, the film's star, made a personal appearance there last winter.

(*Continued on page 6*)

SDG Elects Sidney As New President

HOLLYWOOD, May 28.—The Screen Directors Guild elected George Sidney president, succeeding Joseph L. Mankiewicz, who declined to run for re-election. Other officers elected were Frank Capra, first vice-president, Mark Robson, second vice-president, Lesley Selander, secretary, and George Marshall, treasurer. A new board of directors was also elected.

Retiring president Mankiewicz was voted the Guild's annual award for

(*Continued on page 7*)

$27-Million For 25 RKO Films in 1951

RKO Radio yesterday disclosed here that it is spending $27,000,000 to complete 25 productions in 1951, "heading for the biggest year in its history." At the same time the studio is releasing a backlog of finished films representing a $21,000,000 investment.

RKO, in association with such independent producing organizations as Wald-Krasna, Samuel Goldwyn, Walt Disney, Edmund Grainger, Sol Lesser, Filmakers and Winchester Pictures, will have a total of 33 pictures ready for distribution in 1952. This sets a studio production-budget record.

"The unprecedented program is affirmation of RKO Radio's intention to maintain peak production activity on high budget pictures regardless of gen-

(*Continued on page 7*)

Groves Named Levin Successor at CRI

Harold L. Groves, national field director of Confidential Reports, Inc., has been named to succeed Jack H. Levin, who last week resigned as CRI vice-president, John J. O'Connor, board chairman, announced here yesterday.

Groves will assume immediately all duties and responsibilities of the post held by Levin. A member of the CRI executive staff since the organization was started in 1945, Groves was responsible for the establishment of the 31 branch and five district offices now operating and has been responsible for the direction and supervision of the entire field force. He has indicated he will announce shortly plans for streamlining CRI operations.

Prior to the establishment of CRI, Groves was assistant to the director of the Copyright Protection Bureau, from 1927 to 1945.

Hardie Meakin, RKO Division Manager

WASHINGTON, May 28.—Funeral services will be held Thursday afternoon at Arlington Cemetery Chapel for Hardie Meakin, division manager for RKO Theatres and RKO representatives in Washington, who died here late Saturday. He was 61.

A veteran film industry worker, Meakin was also well known in

(*Continued on page 4*)

OKAYS FCC RULING ON CBS COLOR TV

CBS Color Programs On Air Next Week

Commercial color television programs will be on the air in New York by next week, Columbia Broadcasting System indicated yesterday following the action of the Supreme Court in upholding its right to go ahead.

The company said that it expects to have a substantial schedule of color TV programs within a few weeks and that many of the programs will be "piped" by coaxial cable to other cities from New York.

Supreme Court Ruling Is Against RCA, NBC; Expect an Early Start

WASHINGTON, May 28.—The U. S. Supreme Court today upheld the Federal Communications Commission decision approving the CBS color television system.

Barring difficulties in producing color broadcasting and receiving apparatus, this should clear the way for an early start of commercial color telecasting —at least on a limited scale. Due to defense restrictions and other factors, it will undoubtedly be considerable time before color television is used on any wide scale.

Eight of the nine Justices joined in the official court opinion, delivered by Justice Black. The ninth member, Justice Frankfurter, did not approve

(*Continued on page 4*)

Monogram Profit in 39 Weeks Doubles, Reports Broidy

HOLLYWOOD, May 28.—A profit of $258,118 for the 39-week period ended March 31, 1951, was earned by Monogram Pictures Corp. and its subsidiaries, including Allied Artists Productions, Steve Broidy, president, announced here today.



Steve Broidy

The gross income, he said, after eliminating inter-company transactions, amounted to $6,351,882.

Operations of Monogram and its subsidiaries for the 39 weeks ending April 1, 1950 resulted in a profit of $123,788. Gross income for

(*Continued on page 6*)

To Ask End of U.K. Remittance Curbs

LONDON, May 28.—Representatives of the American film industry will ask for free convertibility of all their film earnings in Britain when they come here in July for formal discussions with government officials on the films' monetary agreement, it is understood in well informed circles here.

The current remittance agreement

(*Continued on page 4*)

ITOA Pledges Aid To NETTC in Theatre TV Drive

Active support of and financial participation in the National Exhibitors Theatre Television Committee's efforts to obtain frequency allocations for theatre TV from the Federal Communications Commission was announced here yesterday by the Independent Theatre Owners Association of New York. The NETTC will

(*Continued on page 3*)

Urges Court Reject Park-In Patent Bid

WASHINGTON, May 28.—Paramount-Richards Theatres today urged the U. S. Supreme Court to reject an appeal by Park-in Theatres for royalties under a patent licensing agreement on the Hollingshead drive-in theatre patent.

The patent involved expired May 16, 1950, and was held invalid in the earlier case of Park-in versus Loew's Drive-in Theatres, Paramount-Richards argued. "The questions presented by this petition there-

(*Continued on page 3*)

Conservation Tour Wins Gov't Praise

Washington, May 28.—The current "conservation" tour of exchange centers by Motion Picture Association of America conservation director John D. McCullough was warmly praised today by Nathan D. Golden, film chief of the National Production Authority.

In a letter to MPAA vice-president Joyce O'Hara, Golden said he had received many messages complimenting McCullough's work "preaching the gospel of conservation and proper handling and storage of films," and that he wanted to extend the government's thanks for this effort.

Winifred Cutler Gets TOA Meet Post

Winifred Cutler of Dallas has been engaged by Theatre Owners of America to come to New York to handle details in connection with preparations for the 1951 TOA convention which will be held at the Hotel Astor here Sept. 23-27, Si Fabian, general convention chairman, has announced.

Fabian reported also that the furnishing and erection of booths for the convention trade show will be by Ivel Corp. of New York. Fabian's committee is completing a special brochure which will be mailed next month to all TOA members to acquaint them with convention information.

Taurog Urges Video, Films 'Get Together'

Veteran director Norman Taurog, visiting New York from the Coast, believes television and motion pictures must "get together" because each has something the other can use to "salutary effect." The director will leave here today for Hollywood.

Taurog, who now is free-lancing after 14 years with M-G-M, has been interviewing youngsters in New York for roles in his forthcoming Warner picture, "Room for One More." He recently completed for Hal Wallis "The Stooge," starring Dean Martin and Jerry Lewis.

Shuffle Pinza Releases

Release of M-G-M's "Strictly Dishonorable," starring Ezio Pinza and Janet Lee, has been moved up to July, while "Mr. Imperium," also starring the opera singer, has been withdrawn from July release and will be held up until the fall. Reports that "Mr. Imperium" would be shelved were denied by a company spokesman.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Memorial Day, a legal holiday.**

Personal Mention

ISADOR M. RAPPAPORT, owner of the Hippodrome, Little and Town theatres, Baltimore, is in Chicago on business.

•

DICK PITTS, editorial director of the Council of Motion Picture Organizations, will be the guest speaker at the annual meeting of the Canadian Picture Pioneers in Toronto tomorrow.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, head of M-G-M's exhibitor relations department, is due to speak Thursday before the Kiwanis Club at Newport News, Va.

•

EDWARD MOREY, Monogram-Allied Artists vice-president, is recuperating at Harkness Pavilion Medical Center here from an emergency appendectomy performed last week.

•

HAROLD MALONEY, manager of Loew's Poli Theatre, Worcester, Mass, has been discharged from the Massachusett General Hospital and is now convalescing at his home.

•

EDWARD MAPEL, owner of the Gem Theatre, Denver, has been reelected to the city council, while HOWARD BENZHAF, Tabor projectionist, won his first city council election.

•

ARTHUR HORNBLOW, JR., M-G-M producer, has delayed his departure from here for the Coast until next Tuesday.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is due in Gloversville, N. Y., today from here.

•

ROBERT UNGERFELD, Universal Pictures special events representative, left here yesterday for Boston.

•

ROBERT L. LIPPERT, head of Lippert Theatres, is in San Francisco from Los Angeles for the opening of his new drive-in theatre.

•

BEN SCHWALB, Allied Artists executive, has arrived here from the Coast.

MOREY GOLDSTEIN, Monogram-Allied Artists general sales manager, is due on the Coast June 7 from New York for conferences with STEVE BROIDY and HAROLD J. MIRISCH, president and vice-president, respectively.

•

SAM DAVIS, M-G-M Seattle manager; L. C. WINGHAM, M-G-M San Francisco head; CARL P. NEDLEY, Salt Lake City, and LOU AMACHER, Portland manager, returned to their respective headquarters yesterday after conferring with GEORGE A. HICKEY, Western sales manager, in Los Angeles.

•

STANLEY E. GOSNELL, manager of Loew's Theatre and president of the Motion Picture Theatres Association of Ontario, has received a citation for his civic activities from the city of Toronto.

•

GEORGE STRIBLING, Columbia booker in San Francisco, and MRS. STRIBLING formerly a stenographer at the Paramount exchange there, are the parents of a new son.

•

TED WORNER, New York public relations man, left here yesterday for the Coast where he will act as a technical advisor for M-G-M on a new ESTHER WILLIAMS picture.

•

ESTELLE NATHAN of the Universal home office still department became a grandmother when her daughter, MRS. FLORA HASS, gave birth to a daughter in Boston.

•

JACQUES KOPFSTEIN, executive vice-president of Astor Pictures Corp., left here yesterday for an extended trip to Europe, and will return in July.

•

FRED JOHNSON, motion picture editor of the San Francisco *Call-Bulletin*, is here for a visit.

•

HARRY RAFKA, manager of the Lower Mall, Cleveland, has become the father of a third son.

•

FRANCIS WEIL, Paramount publicist, has left here for Hollywood on a vacation.

Waring Pictures Is Formed Here

Dorothy Waring is president and treasurer of the newly-formed Waring Pictures, Inc. Dr. Morton C. Kahn, explorer and scientist, is first vice-president, Max Rothstein is executive vice-president, and Adolph Lund is secretary. Board chairman is Joseph Steiner, head of Broadcast Pictures.

Waring's first production, "Djuka," is now being cut.

Silverstone to London

LONDON, May 28.—Murray Silverstone, president of 20th Century-Fox International, is due here on June 6 for a brief visit prior to an inspection tour of 20th-Fox's Continental offices. While here he will attend the midnight charity performance of "On the Riviera" at the Leicester Square Odeon, at which Danny Kaye will appear.

Para. Stars to Tour 13 Southern States

Paramount stars John Payne, Dennis O'Keefe and Arleen Whelan will begin a 33-city personal appearance tour on June 4 to exploit the William Pine-William Thomas Technicolor film, "Passage West," in the 13 Southern states where a saturation booking has been set up.

Instead of traveling together throughout the tour, the stars will appear in a group in a branch city, then separate for several days with each covering several small towns before regrouping in another branch city, according to Jerry Pickman.

Finkle Joins Republic

Bob Finkle, formerly of Eagle Lion Classics, yesterday, joined the sales staff of Republic's New York exchange.

Capitol to Close Stage Shows; Others May Follow Suit

It's "90 per cent definite" that the Capitol will end its stage show attractions and shift to a straight film policy before the end of June, a Loew's spokesman said yesterday. It was the first confirmation of reports that a number of stage show houses on Broadway are about to change policy.

The Strand has previously announced that it will be closed during June for alterations and the installation of theatre TV and yesterday it was learned that the Rivoli has no film booked after June 5.

In the absence of an official announcement it is not known how long the house will be dark.

The Palace stage crew has been under two weeks notice for some time now and reports have run the gamut from dropping the vaudeville policy to outright closing of the house. Yesterday Sol Schwartz, RKO Theatres president, said "We're still in business there and intend to remain." He said the posting of notices was a customary precautionary measure with the approach of summer.

30 Disc Jockeys Get Parts in Duke's Film

Here to shoot sequences for "Disc Jockey," which he is producing for Allied Artists release, Maurice Duke reported yesterday that some 30 "platter spinners" from radio-TV stations in 20 major cities will appear in the picture, which will be released in August.

The production, the major part of which was filmed on the Coast, stars Ginny Simms and features Tommy Dorsey, Sarah Vaughn, George Shearing, Russ Morgan, and others.

Woods to Los Angeles

SAN FRANCISCO, May 28.—Frank Woods, Lippert Theatres executive here, will be transferred to Los Angeles where he will take over as a producer in the Lippert studio. His successor has not yet been named.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

DANA ANDREWS · CARLA BALENDA
CLAUDE RAINS
SEALED CARGO
with PHILIP DORN • RKO RADIO PICTURE
in person PEGGY LEE
RAY McKINLEY And His Orchestra
LANE BROTHERS
Extra RED BUTTONS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

SOME 850 disc-jockeys throughout the country will find themselves involved in a personal chat with Danny Kaye by the magic of a specially-devised intimate recording prepared for 20th Century-Fox's "On the Riviera," which it is estimated will reach some 8,000,000 families who have their favorites on local radio stations. The difference between this and the usual transcription is that listeners may well believe it is a two-way conversation and that Danny is personally in the studio. All the local disc-jockey has to do is to read his lines and mind his cues.

•

The top award by the Associated Business Publications for the best trade-paper campaign to sell dealers on the use of sales promotion aids has been given this year to the Carvel Hall Cutlery Co., for its tieup with "Cheaper by the Dozen," 20th Century-Fox picture. The cooperative deal resulted in actual double sales for Carvel Hall in 1950 over the previous year. The winner, written up in *Printers' Ink,* was selected from a group of 300 entries by a panel of judges headed by R. S. Reed, top executive of the John Wanamaker Stores.

•

The new *McCall's* for June scoops the entire magazine field by presenting on its cover the first especially posed picture of Greta Garbo in 10 years. The same issue devotes four pages of "Hollywood's Most Beautiful Women" as selected and photographed by Antony Beauchamp. The list, headed by Garbo, includes Arlene Dahl, Jean Simmons, Elizabeth Taylor, Constance Smith, Gene Tierney, Janice Rule, Ethel Barrymore, Ava Gardner and Mrs. David Niven. There is also a page of beauty secrets illustrated by starlet Terry Moore.

•

Parade, *the Sunday picture magazine distributed by a string of Metropolitan newspapers, will contain several movie features in its June* 10 *issue. The editorial page refers to Dorothy Gish's "Turning Point," while the "On Parade" picture-strip shows a series of scenes from United Artists "When I Grow Up." The fashion page brings Gene Tierney with her summer favorites, and the lead feature story is devoted to Marylyn Monroe and her dual personality, under the provocative title, "Marylyn Is Two Girls."*

•

Full-page, full-color tieup ads featuring Ava Gardner and Metro's "Show Boat" will appear in a string of national magazines in June, with a combined circulation of 61,359,054. The complete list includes *Life, Woman's Home Companion, Cosmopolitan, Look, Ladies' Home Journal, Modern Screen, Modern Stories, True Story, True Romances, True Experiences, Photoplay, True Love Stories, Radio and TV Mirror, This Week, N. Y. News, Chicago Tribune, Philadelphia Inquirer, American Weekly, New York Times Magazine* and *New York Mirror.* This is the first cooperative campaign to be set by the studio through the Margaret Ettinger agency.

WALTER BROOKS

Review

"Excuse My Dust"

(*Metro-Goldwyn-Mayer*)

RED SKELTON is back in his familiar characterization as the good-natured "boob" of winning ways. Standing comparison with previous Skelton pictures, "Excuse My Dust" shapes up very well. Credit goes to director Roy Rowland who handles the material with a fine sense of comic values. The script, set in the good old days in the final stretch of the last century, implicates Skelton in a series of exploits that run the gamut of comedy, with emphasis mostly on slapstick. Produced by Jack Cummings, the film has the added benefit of Technicolor. In situations that respond to Skelton pictures, "Excuse My Dust" should do exceedingly well.

The story presents Skelton as a feather-brained inventor who toys with the idea of a horseless vehicle called a "gasmobile." To the good folks of Willow Falls in Indiana, Skelton is a menace whose invention is an insult to every self-respecting horse. It develops that Skelton is in love with pretty Sally Forrest, but her father, William Demarest, doesn't want to see any part of him, thus causing an assortment of complications. Further problems in Skelton's life are aroused by the town's gay blade, Macdonald Carey, who has a covetous eye on Miss Forrest. And the mixture is given its final flavoring of buffoonery by the arrival of Monica Lewis, an out-of-town charmer with a "yen" for Skelton.

The story is given its forward nudge towards the "machine age" when a 20-mile race of "horseless buggies" is set up. Victory means $5,000.

In his inimitably bungling and stumbling way, Skelton goes on to triumph and happy romance. Some pleasant songs and production numbers have been worked into the George Wells screenplay, with music by Arthur Schwartz and lyrics by Dorothy Fields.

Running time, 82 minutes. General audience classification. Release date, June 22.

MANDEL HERBSTMAN

Fairbanks Merges to Mass Produce for TV

HOLLYWOOD, May 28.—Negotiations are being completed for the merger of Jerry Fairbanks Productions and Official Films into an organization which will mass-produce films for television, Fairbanks announced here. Negotiations for the merger, which will make available $5,000,000 for video film programming, were conducted by Isaac D. Levy, board chairman, and Aaron Katz, president, of Official, and Fairbanks.

Under the new setup, Fairbanks Productions will act as the producing branch and Official will be the sales and distributing company. Although under terms of the deal the Fairbanks firm will, in effect, be a subsidiary, the producing company will retain its title and films produced by it will carry the Fairbanks name. Acquisition of additional studio space to augment the Fairbanks studios both here and in New York is planned to meet the mass production goal.

ITOA Backs NETTC

(*Continued on page* 3)

appear at the FCC hearings in Washington on Sept. 17.

"These are the most important hearings in more than a decade in which exhibitors will participate," Harry Brandt, ITOA president, said. "We must do everything in our power to present a united front at that time.

"The NETTC has employed experienced attorneys and engineers and they are presently engaged in extensive research to document the case, together with its technical requirements. These hearings are for the purpose of allocating frequencies to all theatres. There will be no assignment of frequencies granted to any particular interest without additional hearings.

"If we do not make our case for channels now, we may never get frequencies allocated for our use, and if exhibitor organizations travel different roads, it will be difficult for the FCC to make a favorable decision."

Both national exhibitor organizations, Allied and Theatre Owners of America, have indicated that they will support the effort to obtain theatre TV frequencies. Among other petitioners at the hearings will be 20th Century-Fox and Paramount.

At present, no members of the ITOA has theatre TV equipment installed in any of its theatres.

NLRB to Rule on 'Collarites' Tilt

The National Labor Relations Board in Washington is expected to rule in from three to six weeks on whether "white collar" workers at Paramount's home office and 20th Century-Fox's exchange here may vote immediately to determine whether they want to be represented by the incumbent union, Screen Office and Professional Employes Guild (DPOWA, District No. 65), or by IATSE Motion Picture Home Office Employes Local No. H-63, which has challenged SOPEG's jurisdiction at those locations.

Hearings End

Two days of hearings before Lewis Moore, chief NLRB hearing officer, were concluded here recently, and Moore will send to Washington soon his recommendations for action by the Board.

Both unions were represented at the two-day hearing.

SOPEG's position was that its contracts at Paramount and 20th-Fox will expire on Oct. 21, and therefore elections must wait until after that date. H-63 took the stand that the contracts were invalid, and cited certain phrasings to prove it.

NLRB Favors 'IA' in Set Designers Case

WASHINGTON, May 28.—The National Labor Relations Board has ruled that the Society of Motion Picture Art Directors could not represent set designers, sketch artists, illustrators and similar studio workers. It said the Society predominantly composed of supervisors, and under Board rulings, unions dominated by supervisors cannot represent non-supervisory workers.

Minneapolis Houses Holding the Line

Minneapolis, May 28.—M-G-M's local exchange staff reported to Burtis Bishop, Jr., Midwest sales manager, visiting here, that theatre closings in the Minneapolis zone due to poor business "are practically nil," although attendance in many situations are regarded as being far below normal. An M-G-M spokesman said "an honest effort" will be made to carry out the William F. Rodgers "keep theatres running" aid to hardship theatres "wherever it is feasible."

Trade Showings Set For 'Show Boat'

Trade showings of M-G-M's "Show Boat" will be held in theatres in all exchange areas, starting June 11, with one exception, Philadelphia, where the Technicolor musical will be screened at the company's branch on June 11.

Nineteen theatre screenings are set for June 11, four the next day, two on June 14 and four on June 18. Included in the 19 theatres holding the first screenings will be 13 Loew's houses. The four theatres showing the film on June 18 also are Loew's situations.

Myers at Richmond Meet

RICHMOND, Va., May 28. — Abram F. Myers, general counsel for Allied States Association will be one of the guest speakers at the Virginia Motion Picture Theatres Association summer convention, June 19-20, at the Jefferson Hotel, Richmond. He will speak on what an exhibitor organization means, Carlton Duffus, executive secretary announced.

Ferrer's Award on Road

For the first time, an actual Academy Award, the one given Jose Ferrer, will be shown throughout cities in conjunction with the release of UA's "Cyrano de Bergerac," in which the star won his award. General release of the picture at popular prices will start in San Francisco's United Artists Theatre on July 20.

Mono. Signs Clement

Steve Broidy, Monogram president, today announced his company will release a series of action-adventure films to star Stanley Clements.

Under a long-term contract, Clements is to make from two to four films annually, the first of which will be "Speed Devil."

Park-In Patent Bid

(*Continued from page* 1)

fore do not affect a substantial proportion of the entire drive-in industry," as claimed by Park-in, the Paramount-Richards brief continued.

As far as the suit against itself, the theatre firm said, the lower courts "after mature consideration" threw out the Park-in suit on the grounds of patent misuse, and Park-in, in making the appeal, presented no new arguments or unusual circumstances justifying High Court review.

The High Court probably will dispose of the appeal at its session next Monday.

Okays CBS

(*Continued from page* 1)

or dissent from the opinion but did issue a separate statement declaring he was "doubtful" of the wisdom of the decision.

The Court ruling sustained a finding of a special three-judge court in Chicago, overruling objections to the FCC order brought by RCA, NBC and other firms. Justice Black's opinion was a comparatively brief one and was almost entirely based on the finding that the Commission and the lower court had adequately considered all the facts and objections. "We are convinced that the review already afforded did not fall short of that required," Justice Black said at one point. At another point he declared that all parties agreed the FCC had power to do what it did and that "it cannot be contended seriously that the Commission in taking such a course was without evidential support for its refusal to adopt the RCA system at this time."

Justice Black admitted that a "compatible" color television system would be desirable but said the Commission was within its rights to deduce that "further delay in making color available was too high a price to pay for possible compatibility in the future."

RCA Demonstrations Continue

Following yesterday's U. S.Supreme Court decision upholding the CBS color TV system, RCA announced that it will go ahead with public demonstrations of its rival color TV system.

Hardie Meakin, 61

(*Continued from page* 1)

Washington for his service to business and civic groups. He had been receiving treatment at George Washington University Hospital for the last four months and was transferred to Mt. Alto Hospital last week, and died there.

Starting out in touring stock companies, Meakin, after serving in World War I, became Washington correspondent for *Variety*. From there he went to the Fox Theatre here as press agent and later became manager. He joined RKO Keith's in 1931, and was manager of the theatre from then on except for three years from 1944 to 1947 when he served as assistant division manager of the Midwest Washington division and division manager of the Washington - Trenton - New Brunswick division of RKO Theatres.

The widow and two sons survive.

Macdonald Named FWC Manager

SAN FRANCISCO, May 28.—A farewell dinner was given Harry Seipel, former Fox West Coast peninsula district manager who will leave on Sunday for his new assignment with Hoyte Theatres in Sydney, Australia.

C. E. Macdonald, formerly of Fresno, has taken over Seipel's Peninsula district.

MPAA Meeting Friday

Scheduled to meet here yesterday, the Motion Picture Association of America executive committee, comprising company presidents, postponed its conclave until Friday because previous commitments made it impossible for a number of members to attend.

Festival of Britain Brings Box-office Bonanza: Kramer

The Festival of Britain is bringing a sharp pick-up in business to theatres all over England, Nat Kramer, general sales manager of Eros Films, largest of Britain's independent distributors, reported here yesterday upon his arrival from London. Festival functions now are being held all over Great Britain.

Interviewed at the office of Americo Aboaf, Universal-International's foreign manager, with Alfred E. Daff, U-I world-wide distribution chief sitting in, Kramer said that, notwithstanding reports of a decline in theatre business in Britain last year, "if a picture is good it will gross bigger than ever in that country."

Eros, which has been in business four-and-a-half years, started by distributing Universal reissues only, at present not only releases current U-I product but produces films on its own, Kramer said.

Asked if television has affected the box-office in Britain, Kramer said if America had the sort of television entertainment that Britain has the exhibitors in this country would be little concerned. British television is bad, he added.

Here for an indefinite stay as Universal's guest, Kramer said his company has released to American telecasters some of the pictures it has produced. He hopes to make a deal for the release of Eros' "better" productions to U. S. theatres, he added. The company produced eight last year, and expects to turn out the same number this year.

Silverstone Farewell Dinner in Toronto

TORONTO, May 28.—Arthur Silverstone, who has been 20th Century-Fox's Canadian division manager for the past three years, was honored by industry associates at a dinner at the Royal York Hotel here on the occasion of his departure to take up his new duties as the company's Eastern sales manager.

Among the 125 who attended the dinner were Haskell Masters, Doug Rosen, J. J. Fitzgibbons, Morris Stein of FPC; L. W. Brockington, David Briesdorf, and Jule Allen.

U. K. Fiscal Curbs

(*Continued from page* 1)

expires Oct. 1 but the basic pact runs to June 1, 1952.

John McCarthy, Motion Picture Association of America vice-president, arrived here from the Continent yesterday and arrangements have been made for him to meet Sir Hartley Shawcross, new president of the Board of Trade, this week. The meeting will be officially regarded as a courtesy call only. McCarthy is scheduled to sail for New York Friday on the *Queen Elizabeth*. He plans to be back here in July for the remittance pact talks, accompanying Joyce O'Hara of the MPAA and Society of Independent Motion Picture Producers' representatives.

Chester Signs Downs

HOLLYWOOD, May 28. — Monogram producer Hal E. Chester has signed Cathy Downs to star opposite her husband Joe Kirkwood in "Hitch Hike Killer."

CEA Meet to Act On Tax Boost Plan

BOURNEMOUTH, Eng., May 28.—The annual meeting of the Cinematograph Exhibitors Association which opened here today will include a special meeting on Wednesday of CEA's general council on the government's new entertainment tax proposals and on the demand of the National Association of Theatrical and Kine Employees for increased pay and new working conditions for theatre employes.

The council will be asked also to authorize CEA discussions with the Kinematograph Renters Society which may lead to a new standard booking contract.

Compromise Tax

Authoritative information is that the compromise tax proposal made by the all-industry negotiators involves an increase of three-pence in seat prices above one shilling. Below that price reductions in taxation are proposed, ranging from complete exemption for the cheapest seats to a half-penny on the intermediate prices up to a shilling.

Of the three-pence increase it is proposed that one and one-half pence should be retained by the Treasury; one-half pence go to the Production Pool and one pence be retained by exhibitors. There is opposition to the plan from CEA groups which do not believe the public will accept a three-pence increase in seat prices.

Production Spurt On in Hollywood

HOLLYWOOD, May 28.—The production index went up four points for a total of 45 pictures in work. Ten new pictures were started while six were completed.

Those Started

Started were: "The Kid from Amarillo" and "Jungle Jim in the Forbidden Land," Columbia; "The Basketball Fix" (Jack Broder Productions) and "The Valparaiso Story" (Roland Reed Productions), Independent; "Sky High," Lippert; "Lone Star," Metro-Goldwyn-Mayer; "Flight to Mars," Monogram; "The Cimarron Kid" and "The Door," Universal-International; "Starlift," Warner.

Completed were: "Man in the Saddle," Columbia; "The Two-Dollar Bettor" (Jack Broder Productions), Independent; "Wings Across the Pacific," Republic; "The Racket" (Edmund Grainger Productions), RKO Radio; "A WAC in His Life," 20th Century-Fox; "As Time Goes By," Warner Bros.

Korda's London Film Reports '50 Profit

LONDON, May 28.—Sir Alexander Korda's London Film Productions reported a profit of £5,224 ($14,627) for the year ended Aug. 31, 1950. The result compares with a loss of £62,346 for the previous year. Unpaid dividends on the preferred stock now amount to £293,054.

U-I Business

(*Continued from page* 1)

latter three countries, and that the outlook for a stepped-up rate of remittances from foreign countries generally is "optimistic" for American distribution companies.

Various factors have combined to bring the business upturn abroad, Aboaf indicated. These include better bookings, exploitation and product, general inflation, and, in countries like Germany and Italy, reconstruction activity.

British Outlook

Aboaf said that while box-office receipts in Britain have dropped some seven per cent generally this year, U-I's business in that country "is improving all the time."

In those European countries where receipts have risen, drop-offs in attendances have been noted, with the better grosses accounted for by admission price increases, Aboaf explained in touching on the inflation factor.

For example, Aboaf said, attendances in France fell from 400,000,000 in 1947 to 372,000,000 in 1949, while a rise in receipts from 14,000,000,000 francs in 1947 to 20,000,000,000 francs in 1948 was recorded. Aboaf could supply no figures or percentages for Germany, but he reported that theatre receipts in Italy are up 10 to 15 per cent this year over last.

There has been no adverse reaction from governments or the public to increased admissions, according to Aboaf, although he reminded that in countries where the cost-of-living is rising there is public resentment against the overall upward climb of prices.

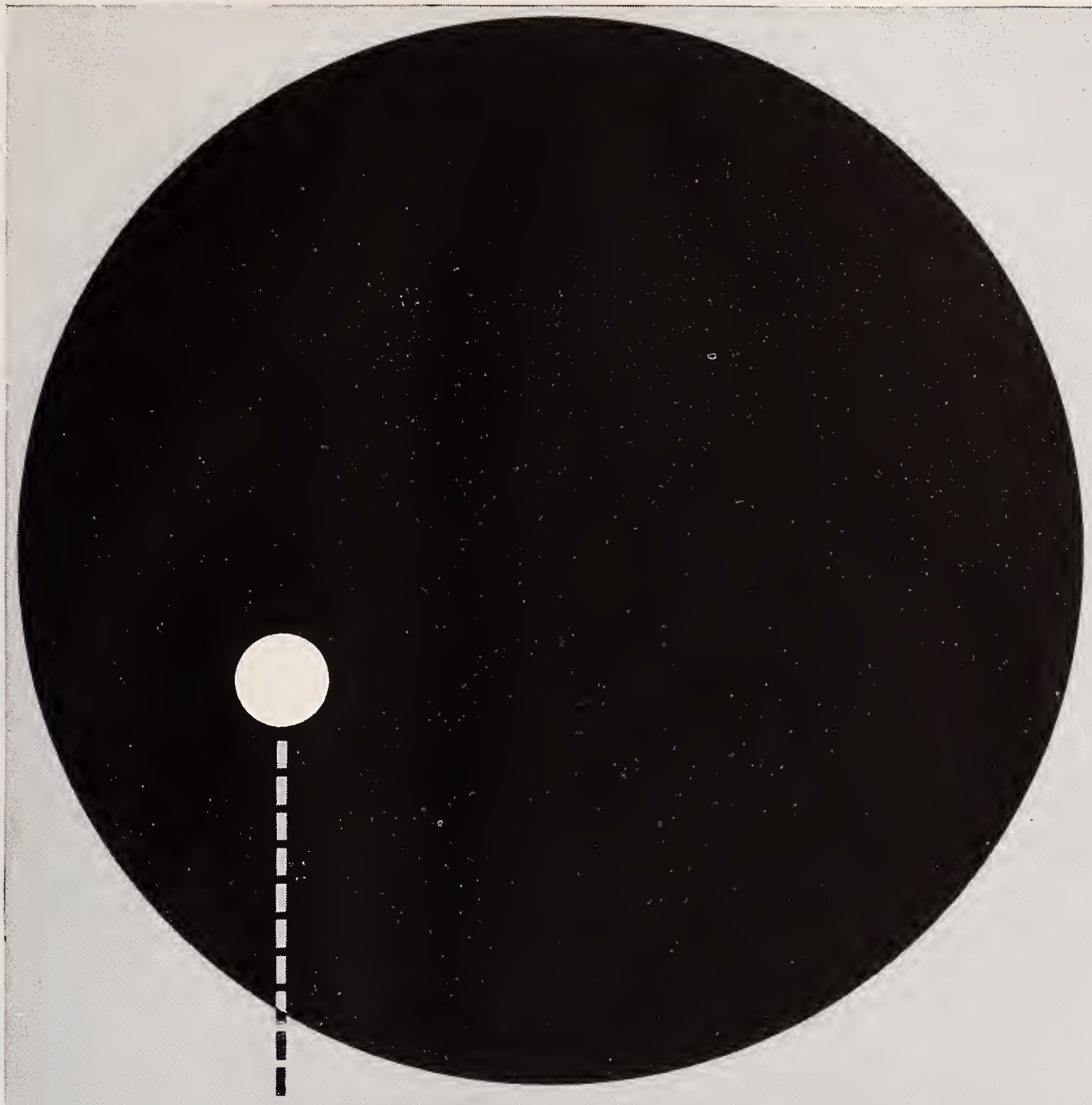
In Germany, however, not only inflation, but also the fact that large-scale reconstruction of war-damaged theatres has taken place can be given as the reason for better theatre business there, Aboaf said. Thus, there have been created in Germany more theatres to keep attendance figures up.

Aboaf noted that a playing time quota of 27 to 33 per cent for German pictures in Germany is planned. He said there also has been discussed the possibility of setting up in that country a supplementary "old picture" quota which would call for the importation by Germany of one American reissue for every German reissue shown.

Lauds McCarthy

The U-I foreign chief lauded the achievements of John G. McCarthy, head of the Motion Picture Association of America's foreign department, in closing the Italo-American film pact in Rome recently. He added that McCarthy has begun talks with the French looking toward a satisfactory arrangement under a new Franco-American film pact. The MPAA foreign department chief is expected back here from Europe this week, Aboaf said.

The Italians soon will send here film officials who will set up, under the terms of the pact, a distribution unit which will dub, print, publicize and exploit Italian-made films preparatory to their distribution by U. S. companies, Aboaf said. He added that the head of the unit will be an American, however.



BRIGHTEST SPOT IN THE WORLD!

ITS AREA is less than one quarter square inch. It is the most powerful "point source" of light in the world. It is the crater in the tip of an experimental positive "National" High Intensity carbon.

Into this tiny spot is packed the same amount of light which would be emitted by 137,000 brightly burning candles!

This crowding of a terrific amount of light into a small area is a feature of the "National" carbons used in movie production and projection. It is called *intrinsic brilliance*. This is what makes your pictures so bright and pleasing to look at.

Furthermore, the light emitted by "National" High Intensity Carbons is the closest approach to sunlight. It has a continuous spectrum and contains all the colors of the rainbow. This makes color movies glow with rich natural detail. Your theatre patrons like it — their approval shows up in the box office.

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Suburbans in Boston Eliminate Matinees

Boston, May 28.—Several suburban theatres in Greater Boston have eliminated the usual two P.M. matinee opening. Matinee attendance and grosses have been off considerably which resulted in the elimination. These theatres now open at six P.M. They present a show and a half, with the main feature shown twice and the second feature only once. In some cases when the pictures are of ordinary length the theatres present two full showings.

N. Y. Grosses

(*Continued from page* 1)

Mimi Benzell heads the stage show. An early opening tomorrow will provide an extra show.

"Go for Broke" is excellent at the Capitol, where an opening week of around $55,000 is the best this spring. Les Brown and his band top the stage offering. "Sealed Cargo" is having a satisfactory first week at the Paramount, with a $50,000 gross estimated. Ray McKinley's band is on stage.

"The Great Caruso" is still sensational at Radio City Music Hall, with a $155,000 estimate for the third week equal to the opening week smash. A revue is on stage. "Along the Great Divide" is doing modestly for its second week at the Strand, with about $23,000 expected. The stage attraction is "Parisian Follies."

The only two new films at straight film houses are bringing in mild returns. "Smugglers' Island" at the Rivoli is expected to bring in about $12,000 while "Inside the Walls of Folsom Prison" will be lucky to break $10,000 in its initial week's gross at the Globe.

Ends Long Run

"Born Yesterday" is concluding a highly successful 23-week run at the Victoria with a final gross of about $10,000; "Fabiola" will open there this evening. "Valentino" is holding up at the Astor, with a sixth week due to bring in $12,000.

"Kon-Tiki" is dipping slightly, to an estimated $10,500 for its eighth week at the Sutton, but the figure is still eminently satisfactory. "Teresa" is also doing nicely at the Trans Lux 52nd Street, with around $6,000 due for its eighth week.

"Tales of Hoffman" is still near-capacity at the Bijou with a steady $14,500 expected for an eighth week. The town's other roadshow bill, "Cyrano de Bergerac," is closing in its eighth week at the Golden with $5,000 grossed. Previously it had a long run at the Bijou.

"Apache Drums" is leaving Loew's State after nearly four weeks; the final four days is expected to add up to $5,000. A reissue replaces it. The final three days for "The House on Telegraph Hill" is expected to bring the Holiday around $3,500; "Goodbye, My Fancy" bows in there today.

'Hollywood' Opens Friday

CHICAGO, May 28.—With stars of yesterday, today and tomorrow making personal appearances on stage and aiding in the advance promotion, Universal-International's "Hollywood Story" will have its world premiere at the Chicago Theatre here on Friday.

Reviews

"Little Big Horn"

(*Lippert Productions*) *Hollywood, May 28.*

THE TRAGIC STORY of a cavalry detachment that had set out from Fort Abraham Lincoln to intercept and warn General Custer's command on its way to the Little Big Horn and decimation by the Sioux is told here with grim, sometimes stark realism.

With Lloyd Bridges and John Ireland as the personally antagonistic officers in charge, the detachment makes its way doggedly through Sioux-infested terrain, suffering hardships, fighting off sniping attackers, sustaining casualties, but driving ever forward, until wiped out to a man by overwhelming numbers of the enemy.

Marie Windsor, who appears briefly but importantly, is another marquee name heading a large and strikingly competent cast. Rife with action, and founded on the theme of determined devotion to duty, the production promises a solid return on any showmanship invested in its exploitation.

The script, by Charles Marquis Warren, who also directed, opens with Miss Windsor, as Bridges' wife, urging Ireland, his fellow officer, to resign his commission and take her away from Army life. Bridges overhears, there is a tense scene between the three, and the husband leaves to head a patrol into the Indian country.

Shortly thereafter Ireland is sent to carry orders to Bridges for his return to the fort, but Bridges, knowing Custer is riding into certain death, orders Ireland to accompany him on a desperate 250-mile ride to warn Custer. The personal struggle between the two men, and the personal stories of others in the detachment, background the over-all story of the command's tragic undertaking.

Executive producer Robert L. Lippert and producer Carl K. Hittleman stuck to the straight-line narrative form, developing their picture steadily and without cutbacks or trick switches, with the result that the ending arrives with almost stunning impact.

Running time, 85 minutes. General audience classification. Release date, May 23.

"Million Dollar Pursuit"

(*Republic*)

A FAIRLY EXCITING, frequently tense melodrama is unreeled in "Million Dollar Pursuit," which director R. G. Springsteen starts off a bit slowly but then moves into a steady pace centering considerable attention, meritoriously, on character portrayals, with contributions in this connection coming principally from Norman Budd, as a small-time somewhat deranged criminal in pursuit of a cool million dollars, and Paul Hurst, as a gentle, Bible-reading farmer who is forced to harbor a gang of criminals, including Budd.

Budd starts things when, flat broke and in dispute with the mob, he finds a key to the cashier's office at a large department store. He intends to handle the burglary job alone, but he boasts of his plans and four other thugs cut themselves in on the robbery. The loot totals $500,000, but Budd and his confederates are unable to spend it because the bills are marked.

Tension in their hideout mounts, and the hoodlums fight among themselves; one of them is killed. Later, two others are killed in a police trap when they try to pass the money to a fence, Grant Withers. Half-crazy with fear, Budd murders the remaining member of the gang and then goes to the apartment of his former girl friend, Penny Edwards, a night club singer who had served a short prison term. The police, led by Steve Flagg, Miss Edwards' current romantic interest, close in and after an exciting gun battle, Budd is shot. Before he dies, he confesses he had framed Miss Edwards. Her name cleared, Miss Edwards feels free to marry Flagg.

Others in the cast are: Rhys Williams, Mikel Conrad, Paul Hurst, Denver Pyle, Ted Pavelec, John de Simone, Don Beddoe, Edward Cassidy, Edward Clark, John Hamilton, George Brand and Jack Shea. Stephen Auer was associate producer. Albert De Mond and Bradbury Foote wrote the screenplay.

Running time, 60 minutes. General audience classification. Release date, May 30.

"Outlaws of Texas"

(*Monogram*)

FOLLOWERS of Western film fare will be satisfied with the quota of gunplay, horseplay and fisticuffs contained in "Outlaw of Texas," which, while carrying a routine story, has a satisfactory share of excitement, to which star Whip Wilson contributes with an added dash of lively bull-whip performing. Vincent M. Fennelly produced, Thomas Carr directed, and Dan Ullman wrote the screenplay.

Injected into the production is a bit of novelty in that two of the outlaws —Phyllis Coates and Tom Farrell—are sympathetic characters who really want to be good, but, somehow, drifted into a life of crime. Even though they have good hearts, Miss Coates and Farrell accompany the other members of the gang, hardened criminals, to jail in the end, after Wilson and his sidekick, Andy Clyde, bring them to justice. Clyde, the always eternally hungry cowboy, again provides the laughs. He and Wilson join the gang, a very successful organization of bank robbers, headed by Miss Coates. It is a simple matter after that for Wilson, really a U.S. marshal to arrest the outlaws.

Others in the cast are: Terry Frost, Zon Murray, George DeNormand, Steve Carr and Stanley Price.

Running time, 56 minutes. General audience classification.

Monogram

(*Continued from page* 1)

the 1949 period, after eliminating inter-company transactions, was $6,935,127.

Commenting on the future of the industry, Broidy said: "The motion picture screen offers the public the biggest and best in entertainment. No other medium can provide such wide scope entertainment as that which emanates from Hollywood studios.

"There is only one way to meet competition in our business, and that is by delivering a more attractive entertainment package to the public. Our current upward swing in financial returns is a strong indication that our companies are doing just that.

Close Field Ties

"In recent months, we have worked even more closely than before with the distribution men in the field because it is they who constantly contact the public and learn first-hand what it wants.

Broidy also said that strong emphasis is being placed on color as a result of the good grosses on color films released to date. Six Cinecolor films already are on the Monogram agenda. One, now nearing completion, is "Flight To Mars," in which Marguerite Chapman and Cameron Mitchell co-star. The others, to be filmed, are "Rodeo," "The Big Top," "Hiawatha," based on the poem by Henry Wadsworth Longfellow; "Fort Osage," and "The Wild Land."

Winikus Devises New Style 'Prowler' Ads

In addition to a campaign of regular-size newspaper advertisements, United Artists will offer exhibitors with the release of S. P. Eagle's "The Prowler," advertising packages designed to accommodate limited advertising budgets, it was reported here yesterday by Max E. Youngstein, UA vice-president.

The innovation, devised by Francis M. Winikus, UA advertising manager, is expected to fill a long-standing need expressed by smaller theatres. It is explained in a special pressbook prepared by Hy Carnow.

First-Run Comes to Kansas City, Kansas

KANSAS CITY, Kans., May 28. — This 150,000 population sister city of Kansas City, Mo., heretofore having only subsequent runs to the Missouri city's first-runs, has gotten first-run approval from distributiors for the Granada, a Fox-Midwest house. The theatre will show first-run day and date with the three Fox-Midwest day-and-date first-run Greater Kansas City group, the Fairway in Johnson County, the Tower in downtown Kansas City, Mo., and the Uptown in midtown Kansas City, Mo.

Boston 'Dimes' Drive Cites Film Industry

BOSTON, May 28.—Edward X. Callahan, 20th Century-Fox Atlantic division manager and chairman of the motion picture division of the Suffolk County March of Dimes drive, tonight accepted a citation for the motion picture industry's part in the recent drive for funds. It was presented at a dinner held at the Copley Plaza Hotel.

25 RKO Films

(*Continued from page* 1)

eral industry slackoffs," it was stated. The studio is operating with a full quota of man and executive-power on an around-the-clock basis.

Averaging four productions a month in order to bring the line-up in on schedule, RKO will account for:

"High Frontier," "The Korean Story," "The Las Vegas Story," "Androcles and the Lion," "Girl Gangs," "They Sell Sailors Elephants," "Tonight We Sing," "The Half-Breed" and "Les Ballets de Paris," the latter pair to be filmed in Technicolor; and "African Intrigue," "The Racket," "The Day They Gave Babies Away" and "Blackbeard the Pirate" (Technicolor) to be produced by Edmund Grainger.

Wald-Krasna will produce at RKO: "The Blue Veil," "Behave Yourself!" "High Heels," "Size 12," "Cowpoke," "Clash By Night," "The Harder They Fall," "I Married a Woman," "Strike A Match," "Exclusive Model," "The Gentle Sin" and "The USO Story," the latter to be filmed in Technicolor.

Balance of the program includes "The Big Sky" and "The Left Hand of God," from Winchester Pictures; "I Want You" and "Hans Christian Andersen" (in Technicolor), Samuel Goldwyn; "Alice in Wonderland" and "Robin Hood," both in Technicolor, from Disney; "Day Without End," from Filmakers, and "Tarzan the Hunted" from Lesser.

Pine-Thomas Sign 2-Year Para. Pact

HOLLYWOOD, May 28.—William H. Pine and William C. Thomas have signed a new two-year contract with Paramount to make eight pictures involving approximately $10,000,000 worth of production. The new contract takes effect next year.

Pine has been with Paramount for 25 years.

Columbia Seeks to Settle Rossen Pact

HOLLYWOOD, May 28.—Columbia is negotiating with Robert Rossen, now in Mexico, for settlement of his contract which has two pictures to go. Rossen, whom the Un-American Activities Committee has been unable to serve with a subpoena due to his absence from the country, reportedly is forming an independent company to produce films in Mexico possibly with some American talent. He made "Brave Bulls" and "All the King's Men" for Columbia release.

Kramer to Film Sex Maniac Story

HOLLYWOOD, May 28. — Stanley Kramer has scheduled "The Sniper," a story about a sex maniac, for his seventh production for Columbia release. The story is original by Edward and Edna Anhalt, who will act as associate producers, and is described as concerning a man who has aggressive tendencies toward women.

A Kramer representative said the story was of a high moral tone and will point out the need for society to find ways and means of dealing with sex maniacs.

'Barry' to Close

PITTSBURGH, May 28.—The Barry Theatre here, which has followed a double-bill policy highlighting Westerns, will close its doors shortly due to poor business. It will be torn down and the site will be used as a parking lot.

Reviews

"The Hills of Ireland"

(*World Travel Films*)

THE color and flavor of Ireland and its people are captured in this hour-length feature. "The Hills of Ireland" is fondly narrated by Pat O'Brien as the camera travels over familiar sounding places and picturesque areas. The audience will understand why the name, "Emerald Isle," always evokes a nostalgic sentiment to those of "the ould sod."

Beautiful Killarney Lakes, the activity of cities like Dublin, Galway, Cork, Belfast, Donegal and Sligo, the renowned Blarney Stone and Giant's Causeway are some of the sights brought into view. There are also glimpses of St. Kevin's Bed, Ben Bullen and Aran Island with its truly Gaelic natives.

The Dublin Horse Show, pageantry crossroads dancers in native dress, appearances of Eamon De Valera, Sean O'Kelly and Prime Minister Costello, conversation of some famous local personalities and finally the family Rosary are touches that give this film an appeal above the ordinary travelogue.

Several nostalgic songs, written to commemorate the beauty of the Emerald Isle, like "Killarney," "Galway Bay" "Hills of Donegal" and "The Soldier's Song" (the Irish national anthem) are given a fine rendition by Christopher Lynch with a competent musical assist from a 32-piece symphony orchestra.

This picture took two years in the making, was photographed in Kodachrome and was produced and directed by Harry Dugan. It is indeed visual evidence that Ireland is a country not to overlook in traveling, armchair or otherwise.

Running time, 60 minutes. General audience classification. Release date, May 21.

"Ghost Chasers"

(*Monogram*)

ROLLICKING NONSENSE is a more appropriate appellation for this William Beaudine directorial effort rather than the threat of gloom which the present title might imply. Jan Grippo produced, for Monogram.

The Bowery Boys are in it and from there on in that means roughhouse, but of a good-natured sort with a maximum of laughs nurtured by Beaudine from Charles R. Marion's screenplay. Lloyd Corrigan is the ghost and he is allied with the madcap Bowery-ites—Huntz Hall, Leo Gorcey, Billy Benedict, et al. But the ghost is a gentle ghost, a playful ghost, a ghost with a sense of humor.

The boys establish themselves as a sort of better business bureau with a spiritualists' headquarters as their target of attack. They invade the spiritualists' place and are hynotized, almost drowned, and shot at, before, with the aid of the friendly ghost—a pilgrim whose Elizabethan diction contrasts sharply with the lads' fractured English—they escape and turn the charlatans over to the police. The film is full of comic types—Bernard Gorcey, a shopkeeper who is not on speaking terms with the king's English; Jan Kayne, a waitress with a spiced tongue; Jack Eagen, a timid private eye, and, of course, the raucous, zany boys from the Bowery.

Others in the cast are Billy Benedict, David Gorcey, Buddy Gorman, Philip Van Zandt, Lela Bliss, Hal Gerard, Marshall Bradford, Argentina Brunetti, Robert Coogan, Doris Kemper, Belle Mitchell.

Running time, 69 minutes. General audience classification.

Further Arbitration Talks Must Await Final Decrees

There will be no further formal consideration given to possibilities for establishing an industry-wide system of arbitration until after the 20th Century-Fox and Loew's theatre divorcement decrees are approved, distributoin sources indicate.

The 20th-Fox consent decree is scheduled to be entered June 7 in the New York Statutory Court, and the government has agreed to extend to July 31 the deadline for Loew's to file a divorcement plan with the court.

It is expected that for a considerable time after these two final decrees are approved, attorneys for both companies will be so preoccupied with legal details inherent in the disposition of theatre properties that they will have to postpone further any consideration of the arbitration question.

Abram F. Myers, Allied States general counsel, was advised recently by the Allied board to combine future discussions with the distributors on arbitration with consideration of Allied's demands for improvements in the competitive bidding structure. Later, Myers said he would await word from the distributors with respect to holding further talks on arbitration. Theatre Owners of America put itself on the side of arbitration in talks last year with the distributors.

Slate NLRB Election At L.A. UWF Office

WASHINGTON, May 28.—The National Labor Relations Board today ordered an election among the clerical employes at the Los Angeles office of United World Films to determine whether they want to be represented by UOPWA local 253 or IATSE or neither.

CBS Splits Network TV-AM Sales Unit

The net work sales service department of the Columbia Broadcasting System will function as two separate divisions, AM and TV, effective June 18, it was announced by J. L. Van Volkenburg, CBS vice-president in charge of network sales in a statement.

Censors to Tighten Up on 'Violence'

Toronto, May 28.—Chairman O. J. Silverthorne of the Ontario Board of Censors has announced that the various provincial censors in Canada have decided to deal severely in a uniform manner with films showing undue violence, following official protests made to Hollywood producers.

Referring specifically to his own board, the Ontario chairman expressed the opinion that "the number of films relating to the commission of crime is undesirable, particularly when social conditions are by no means normal."

Natural Vision Set For Production Use

HOLLYWOOD, May 28. — Following a press demonstration using both color and black-and-white test reels, Natural Vision Corp. president M. L. Gunsberg said today that the company is prepared to license its three-dimensional motion picture equipment to major and independent producers for immediate use.

Gunsberg, a writer-director-producer in his own right, said his company has a script ready for independent production, but that a major company may first use the device instead. He said the company plans to roadshow the first production. A large turnout of lay press correspondents witnessing today's demonstration was manifestly impressed with the results.

Utilizes 2 Cameras

The device, developed at a cost of approximately $100,000, utilizes two standard cameras, trained at eye-space apart, to obtain two film strips which, when projected simultaneously from two synchronized projectors, give a stereoscopic effect when viewed through polaroid spectacles.

Due to the need for four projectors to maintain continuous operation, one or two projectors must be added temporarily to the present equipment in most theatres, at a cost of $500 to $1,000.

Seeks Toledo TV Outlet

CINCINNATI, May 28.—A construction permit to operate a television station in Toledo, on Channel No. 11, has been made to the Federal Communications Commission by Crosley Broadcasting Corp.

Theatre Owner Missing

OTTAWA, May 28.—John Hausler, 55, owner of the Westboro Theatre here, is missing on a fishing trip in the Quebec Lake region and the police are investigating the possibility of a drowning accident.

SDG Elects Sidney

(*Continued from page* 1)

directorial achievement for his direction of "All About Eve."

The guild membership also approved new by-laws, including one requiring all members or applicants for membership to sign a non-Communist oath.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS	LIPPERT
Apr. 22	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51)	THE GREAT CARUSO (Color) Mario Lanza Ann Blyth MD—109 min. (Rev. 4/13/51)		(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51)			(May Releases) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51)	(Sherrill Corwin) THE MAN FROM PLANET X Robert Clark D—76 min. (Rev. 3/13/51)	(J. Arthur Rank) OLIVER TWIST Robert Newton Alec Guinness D—105 min. (Rev. 4/30/51)	(May Releases) THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51)	ONLY THE VALIANT Gregory Peck Barbara Payton O—105 min. (Rev. 3/6/51)	
Apr. 29	WHEN THE REDSKINS RODE (Color) Jon Hall Mary Castle D—78 min. (Rev. 5/15/51)	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C (5112)		BUCKAROO SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)	TOKYO, FILE 212 Florence Marly D—84 min. (Rev. 4/24/51)	ON THE RIVIERA (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51)	(Rob't. Stillman) TRY AND GET ME Kathleen Ryan Lloyd Bridges D—92 min. (Rev. 12/6/50)	(Wm. Dieterle) VOLCANO Anna Magnani D—110 min.	KATIE DID IT Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51)		DANGER ZONE H. Beaumont Edward Brophy D (Release: 4/20/51)
May 6	HER FIRST ROMANCE Margaret O'Brien Jimmy Hunt C—73 min. (Rev. 5/3/51)		BLAZING BULLETS Johnny Mack Brown O—51 min. (5142)				RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(Doug. Sirk) THE FIRST LEGION Charles Boyer Lyle Bettger D—86 min. (Rev. 4/11/51)		SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)	I WAS A COMMUNIST FOR THE FBI Frank Lovejoy D—83 min. (Rev. 4/19/51)	
May 13	SMUGGLER'S GOLD Cameron Mitchell Amanda Blake D—64 min. (Rev. 5/15/51)	HOMETOWN STORY Donald Crisp Jeffrey Lynn Marjorie Reynolds D—61 min. (Rev. 5/8/51)	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)		BULLFIGHTER AND THE LADY Robert Stack Joy Page D—87 min. (5009) (Rev. 5/1/51)			(Irving Allen) NEW MEXICO (Color) Lew Ayres Marilyn Maxwell D—76 min. (Rev. 5/3/51)	(Herb. Wilcox) ODETTE Anna Neagle Trevor Howard D—105 min. (Rev. 1/4/51)			PIER 23 H. Beaumont Ann Savage D—57 min. (Rev. 5/22/51) (Release: 4/27/51)
May 20		GO FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	ACCORDING TO MRS. HOYLE Spring Byington D—60 min. (5122)		IN OLD AMARILLO Roy Rogers Penny Edwards O—67 min. (Rev. 5/22/51) WELLS FARGO GUNMASTER Allan "Rocky" Lane O—60 min. (Rev. 5/15/51)		(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51) THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—92 min. (Rev. 3/6/51)	(S. P. Eagle) THE PROWLER Van Heflin Evelyn Keyes D—92 min. (Rev. 5/2/51)		(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51)	GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	
May 27	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)	NIGHT INTO MORNING Ray Milland John Hodiak D—86 min. (Rev. 5/21/51)	NEVADA BADMEN Whip Wilson O—58 min. (5152)	(June Release) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)	FUGITIVE LADY Janis Paige Binnie Barnes D MILLION DOLLAR PURSUIT Penny Edwards Grant Withers D—60 min. FIGHTING COAST GUARD Brian Donlevy Forrest Tucker D—86 min. (Rev. 4/27/51)	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D—90 min. (Rev. 4/24/51)		(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—96 min. (Rev. 5/4/51)			ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)	KENTUCKY JUBILEE J. Colonna J. Porter M—75 min. (Release: 5/18/51)
June 3	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min.					HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D—76 min. (Rev. 5/23/51)	AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD		(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min. (Rev. 5/15/51)			
June 10	CHINA CORSAIR Jon Hall Lisa Ferraday D	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)			JUNGLE HEADHUNTERS (Color) Documentary 66 min. (Rev. 5/15/51) BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)		(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min.	(Jack Schwarz) THE HOODLUM Lawrence Tierney D	(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)	INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)	
June 17	SILVER CANYON Gene Autry O	EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min.	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)	SECRETS OF MONTE CARLO Warren Douglas Lois Hall D		(July Releases) THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51)	(Danziger Bros.) ST. BENNY THE DIP Dick Haymes Nina Foch Roland Young CD—80 min.				LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—82 min. (Release: 6/18/51)
June 24	(July Release) SIROCCO Humphrey Bogart Lee J. Cobb D—98 min.	KIND LADY Ethel Barrymore Maurice Evans D	MONTANA DESPERADO Johnny Mack Brown O (5143)	ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)			THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D	(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD		COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C		
July 1		STRICTLY DISHONORABLE Ezio Pinza Janet Lee CD						(John Arent) CAIRO ROAD Eric Portman D			STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 105 NEW YORK, U. S. A., THURSDAY, MAY 31, 1951 TEN CENTS

Wright Urges Arbitration of Damage Suits

Views It as Superior to Litigation for Industry

Holding that arbitration is a better method of resolving motion picture industry disputes than litigation, Robert L. Wright, former Special Assistant to the U. S. Attorney-General, has set forth the hypothesis that the "most effective use that could presently be made of arbitration would be a fair and expeditious disposition of the claims for damages resulting from past anti-trust law violations by major film distributors and the principal theatre circuits."

This proposal, and others looking to the establishment of an industry arbitration system, will appear in an article which the one-time staunch opponent of arbitration has prepared for the forthcoming issue of the American Arbitration Association's quarterly, *Arbitration Journal*. The issue will appear about mid-June.

Wright who, siding with Allied States Association, appeared before the bar many times as Assistant to

(*Continued on page* 5)

Justice Aide to L. A. to Probe Trade Practices

LOS ANGELES, May 30.—A representative of the Justice Department will arrive here within four weeks to investigate trade practices in the Los Angeles area, which the Southern California Theatre Owners Association seeks to have rectified, the SCTOA committee which met with Department of Justice officials in Washington reported to a member-

(*Continued on page* 2)

Urge CEA Rejection Of New UK Tax

BOURNEMOUTH, England, May 30.—The Cinematograph Exhibitors Association executive committee will recommend to the organization's general council that Sir Wilfrid Eady's latest tax proposal, which involves a threepence increase on higher price seats, be rejected.

The executive committee takes the view that the public is unlikely to accept a three pence increase. Eady pro-

(*Continued on page* 2)

New England Independents Petition Majors to Aid Theatres in Distress

Boston, May 30.—Independent Exhibitors of New England "openly solicit in the name of justice and common sense" distributors to follow the action recently announced by William F. Rodgers, distribution vice-president of M-G-M, to aid theatres in distress in order to avoid closings.

The exhibitor group, in its organization publication, *Film Facts*, petitions distributors to "open their eyes to a situation that becomes alarmingly worse by the day" and follow Rodgers' lead "in a move that will pay dividends to the entire industry." It cautions "distributor interests to sell film at prices that exhibitors could live with and keep their doors open."

NPA Rule Hurts Industry Promotional Campaign: Neu

The National Production Authority's regulation limiting a theatre owner's expenditure to $2,000 for the installation of new equipment is styming the efforts of members of TESMA to aid the industry-wide campaign now under way to hold, or increase the business level of the industry. This is the complaint of members of the Theatre Equipment and Supply Manufacturers Association from all over the country, it was disclosed here by Oscar Neu, TESMA president.



Oscar Neu

Manufacturers of theatre equipment

(*Continued on page* 4)

117 'U' 'Junkets' To Promote Product

Universal sent 70 stars, featured players and special personalities either singly or in groups to 117 different key and sub-key cities and towns during the 18 months between Oct., 1949 and April, 1951 to promote 29 different pictures released during that period, David A. Lipton, vice-president in charge of advertising-publicity, disclosed.

The company has now launched a 16 key-city tour, starting in Chicago, for its new stars, Piper Laurie and Tony Curtis, co-starred in "The Prince Who Was a Thief."

In addition to these tours and the one on behalf of "The Prince Who Was a Thief," since April of this year, Universal has set tours for "Ma

(*Continued on page* 5)

Ticket Tax Bills Are Pending in Four States: Bryson

WASHINGTON, May 30. — Thirteen state legislatures are still in session, with admission tax proposals of one sort or another pending in four, according to Jack Bryson, Motion Picture Association of America legislative representative. The four states are Florida, Massachusetts, New Hampshire and Ohio.

So far, 31 state legislatures have quit, with only minor damage to the industry, Bryson said.

All censorship bills proposed this year have been killed, and none are pending. Various proposals for licensing projectionists, banning certain

(*Continued on page* 2)

Coy: No Closed Door To Other Color TV

WASHINGTON, May 30. — Federal Communications Commission chairman Wayne Coy has underlined previous FCC statements that the door "is not closed and never will be closed" to further development of color television.

He made the statement yesterday during hearings before the Senate Interstate Commerce Committee on his renomination for another seven-year term on the Commission.

Coy said the Commission could not prevent a new development in the color field even if it wanted to, and that in any event it certainly does not want to forestall any development in the public interest. The FCC official predicted that there would be some

(*Continued on page* 5)

20th-Fox Sets 10 Releases For Summer

Top Films in Line-Up; Sales Meet June 12-15

Confident that the remedy for slack business is good pictures and good showmanship to exploit them, 20th Century-Fox will release 10 of its top pictures in the three summer months, July, August and September, Al Lichtman, director of distribution, told trade press representatives at a luncheon at the home office Tuesday.



Al Lichtman

At the same time, he announced that the company would hold its first national sales convention since 1948 in Los Angeles, June 12-15.

The luncheon meeting served to in-

(*Continued on page* 4)

20th-Fox to Help Prevent Theatre Closings: Lichtman

Legitimate cases of distressed theatres, threatened with closing, will be extended every possible aid by 20th Century-Fox in an effort to help keep them open, Al Lichtman, director of distribution, said here Tuesday.

Explaining that his statement was made in response to letters of inquiry from exhibitor organizations concerning 20th-Fox policy with respect to

(*Continued on page* 2)

WB's 'Look Forward' Showings Today

Warner's "Look Forward" showings of four key productions which take place over the country on June 12 and 13, will tee off in advance with the screening here today at the Strand Theatre of "Jim Thorpe—All American," starring Burt Lancaster, Phyllis Thaxter, Charles Bickford and Steve Cochran and "A Streetcar Named Desire," starring Vivien Leigh.

Several hundred exhibitors in the

(*Continued on page* 5)

SCTOA Meet

(*Continued from page* 1)

ship meeting yesterday, attended by 120 exhibitors.

Meanwhile, the committee is preparing a brief to be submitted to the Justice Department late next week, embodying SCTOA recommendations.

Although strongly opposed to the retention of competitive bidding in any form SCTOA feels that, if retained, this four point formula should be applied:

1. Distributors should give 30 days notice that a picture is to be put up for bidding.
2. Fifteen days should be allowed to file sealed bids.
3. All bids should be posted in public 15 days before a picture is awarded.
4. The picture should be trade shown within the first 10 days of the 30-day period.

The committee also will ask that a reasonable system of clearance be established, with an arbitration procedure set up for settlement of disputes. It will maintain that since abolishment of the clearance system formerly in use, and the inception of competitive bidding, the exhibition life of a picture in the Los Angeles area has come down from 126 days to 42 days, and virtually all theatres formerly charging admissions below the 50 cents level, some as low as 15 cents, have raised prices to 40 and 50 cents.

One consequence, the committee will report, has been the closing of 138 theatres in this exchange territory, with some 50 more expected to close within the next two months. SCTOA believes the trade practice changes it recommends would tend to make it possible for the closed theatres to reopen.

Vote First Okay on UPT-ABC Merger

The first step toward formal ratification of the proposed United Paramount Theatres-ABC merger has been accomplished with the ABC board voting approval. The UPT board will act on Wednesday and will set a stockholders meeting then. The ABC board did not set a date for a stockholders meeting.

Approval by both boards and stockholders will be followed by a petition to the Federal Communications Commission to approve the deal.

SWG Members Okay AMPP, IMPPA Pacts

HOLLYWOOD, May 30.—The membership of the Screen Writers Guild has formally approved new basic contracts recently negotiated by the SWG with the Association of Motion Picture Producers and the Independent Motion Picture Producers. Negotiations with the Society of Indcpendent Motion Picture Producers are still pending.

The membership also voted, 268 to 19, to rescind the long-standing rule against personal advertising by individual members and in favor of a fair-practice code, to be worked out by the guild board, which would free members to pursue their own wish.

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, has returned here from Hollywood.

•

SPYROS SKOURAS, JR., son of the president of 20th Century-Fox, was married Tuesday to BARBARA FELDMAN in St. Patrick's Cathedral here and left the same day for an extended honeymoon in Europe.

•

MARTIN DAVIS, assistant advertising publicity director for Samuel Goldwyn, has been named to the public relations committee of the Big Brother Movement.

•

SAM L. SEIDELMAN, former foreign manager for Eagle Lion Classics, will sail June 7 on the *S. S. Queen Elizabeth* for an extended European vacation.

•

ALFRED CROWN, Samuel Goldwyn Productions vice-president, is due to return to his desk here after a week's absence due to illness.

J. ARTHUR RANK is scheduled to leave here today for London on the *Queen Mary*. JOHN DAVIS, his aide, may leave here by plane today or tomorrow.

•

JESSICA LANDAU, Universal Pictures studio representative in the East, and AL MENDELSOHN, home office radio and TV contact, have left here on a ten-city tour.

•

ROUBEN MAMOULIAN, here from the Coast, will be tendered a cocktail party today by LYNN FARNOL at the latter's home.

•

PIPER LAURIE and TONY CURTIS will be given a cocktail party by Universal at the Stork Club here next Wednesday.

•

CHARLES SIMONELLI, manager of Universal's Eastern advertising-publicity department, left here yesterday for Chicago.

McCarthy to Meet London Managers

LONDON, May 30.—A meeting of American film company managers will be held here by John J. McCarthy, head of the Motion Picture Association of America's foreign department, before his departure for the U. S. on Friday.

McCarthy, here following a tour of the Continent, had planned to attend the Cinematograph Exhibitors Association conference at Bournemouth but decided to hold the meeting instead.

Honor Emerson Yorke

TORONTO, May 30.—Emerson Yorke, independent producer of New York, was honor guest of the Canadian Picture Pioneers at their 10th annual meeting and dinner tonight at the King Edward Hotel, Toronto.

20th to Help

(*Continued from page* 1)

such theatres, Lichtman told trade press representatives that the company's sales officials in the field "have complete autonomy in the conduct of their business," including authority to make concessions to deserving theatres.

Asked if the company's policy included reduction of film rentals to prevent theatre closings, Lichtman replied in the affirmative and cited an example of a veteran exhibitor who had written to him recently informing him of an operation which required a film rental reduction of one-third to continue in business. Lichtman said the branch manager concerned was instructed to make the reduction.

"What we can do to keep theatres open, we will do," Lichtman said. "Our aim is to give a square deal, and we want one in return."

Lichtman said he believed many large theatres are in a more serious predicament than small ones, but added that all cases will be dealt with on an individual basis, according to their real needs.

New York Dates Set For 3 UA Films

Dates for two New York premieres and one world premiere of United Artists product have been set by William J. Heineman, distribution vice-president.

"He Ran All the Way" will have its world premiere at the Paramount Theatre on June 20. John Garfield costars with Shelley Winters. It will be the first UA film to play the Paramount. "Four in a Jeep," produced by Lazar Wechsler, will have its New York pre-release premiere at the Paris Theatre on June 11. "Circles of Danger," David E. Rose film starring Ray Milland and Patricia Roc, will have its New York premiere in mid-June at the Trans-Lux 52nd Street Theatre.

Fanny Brice, 59 Famed Comedienne

HOLLYWOOD, May 30.—Fanny Brice, who capped a successful stage career by entering motion pictures, died here Tuesday at the age of 59.

Among the pictures in which the comedienne appeared were "Ziegfeld Follies," "My Man," "Be Yourself" and "Everybody Singing."

New UK Tax

(*Continued from page* 1)

poses that producers take a fixed share under the so-called voluntary levy at whatever prices are fixed. The exhibitors are likely to ask that the tax be arranged on a percentage basis, but with the producers' share of the tax yield to rank equally with theirs.

In view of the urgent necessity for the new finance bill to be passed through the House of Commons in the near future, the Treasury is indisposed to agree with the new principle. However, it is understood from authoritative sources that the Treasury is prepared to discuss the whole framework of the tax later this year, provided it is assured of a minimum extra $19,600,000 from the film industry.

Newsreel Parade

THE TENSE ACTION in Korea continues, as it will, to be the focal point of current newsreels, while an unusually wide assortment of other subjects make up the balance of all reels. Complete contents follow:

MOVIETONE NEWS, No. 44—Action in Korea. Morris and Essex dog show in New Jersey. Navy "Frogmen" keep in shape. British amateur golf match. Roller derby at Madison Square Garden, New York.

NEWS OF THE DAY, No. 278 — UN forces turn tide in Korea. Korean orphans find new home. Capital honors Carter Barron. On the alert for defense. Canine champs. Motor bike classic. Diaper Derby for fathers.

PARAMOUNT NEWS, No. 81 — Dogdom's biggest event. Women in the news. Jet expert at 13. Gadgeteers take over. Sports: British amateur golf champ, aqua stars, national roller derby.

TELENEWS DIGEST, No. 22A — Interview with Chiang Kai-shek on Formosa. Ethiopians join UN forces in Korea. "M.P.'s" fight smugglers in Berlin. British royalty attends a flower show. Arcaro wins Withers Mile at Belmont.

UNIVERSAL NEWS, No. 460 — Korea. Margaret Truman sails for Europe. English festival. Diaper race. Dog show. Kayak race. Frog jumping.

WARNER PATHE NEWS, No. 83 — Miss Truman sails for Europe. Across America 175,000 students take draft-deferment test. First USO camp show off for Korea. Utica, N. Y., holds biggest civil defense test. National motorcycle races in Richmond. Champion wins British Amateur Golf Tournament. Roller derby holds 1951 "world series."

Para. Canadian Sales Meet Opens Today

TORONTO, May 30. — Paramount's three-day sales convention, presided over by Gordon Lightstone, Canadian general manager, will open at the Royal York Hotel here tomorrow.

Scheduled to attend from the home office are A. W. Schwalberg, Paramount Film Distributing Corp. president; Oscar A. Morgan, short subject sales manager, Robert J. Rubin, executive assistant to Barney Balaban, and Jerry Pickman, advertising-publicity director.

Also attending are: Pat J. Hogan and Ralph Thorne, St. John branch; Tom Dowbiggin, Romeo Goudreau, Bill Young, Montreal; Russell Simpson, Al Iscove, Ted Huber, Bill Walkey, Ambrose Theurer, Toronto; Syl Gunn, Bob Lightstone, Norm Simpson, Ed Clubb, Winnipeg; Bill Kelly, Bill Gibson, Jim Rae, Calgary; Bob Murphy, Mickey Stevenson, Vancouver; William J. O'Neill, H. Q. Burns and Win Barron, Toronto.

Ticket Tax Bills

(*Continued from page* 1)

types of advertising and other miscellaneous matters are still kicking around in some of the 13 legislatures still in session.

One recent industry victory was in California, according to Bryson. There a bill to authorize night horse racing was defeated. Approval of the bill would have meant major competition for theatres.

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ALL-TIME PREVIEW HIGH!

They tore down the house! They cheered! They loved it! The first Preview in the East made history at Loew's 72nd Street Theatre, N. Y. The report from Film Research Surveys is thrilling: "New high in audience recommendation for musicals, topping even 'The Great Caruso'." This makes it unanimous. In Hollywood the Preview got "the highest audience reaction" in M-G-M's Coast history!

—★—

TRADE SHOWS IN THEATRES!

It is fitting that M-G-M's mighty attraction which has already been hailed as "The 'Gone With The Wind' of Musicals" should be trade-shown in theatres. Invitations have been mailed. If yours has not arrived, come anyway. As in the case of "King Solomon's Mines" we feel that only a theatre screening can truly convey the size and importance of "Show Boat." DON'T MISS THE BOAT!



M-G-M presents "SHOW BOAT" starring KATHRYN GRAYSON • AVA GARDNER • HOWARD KEEL • with JOE E. BROWN • MARGE and GOWER CHAMPION • Robert Sterling • Agnes Moorehead William Warfield • Color by TECHNICOLOR • From the Immortal Musical Play "Show Boat" by Jerome Kern and Oscar Hammerstein, II • Based on Edna Ferber's Novel • Screen Play by John Lee Mahin • Directed by George Sidney • Produced by Arthur Freed

TRADE SHOWS IN THEATRES!



ALBANY—6/11—8:30 P.M.
Grand Theatre
11 Clinton Avenue

ATLANTA—6/18—8:30 P.M.
Loew's Grand Theatre
157 Peachtree Street

BOSTON—6/11—8:30 P.M.
Loew's State Theatre
205 Massachusetts Avenue

BUFFALO—6/18—8:30 P.M.
Shea's Buffalo Theatre
646 Main Street

CHARLOTTE—6/11—8:30 P.M.
Center Theatre
1427 East Morehead Street

CHICAGO—6/14—8:30 P.M.
Monroe Theatre
57 Monroe Street

CINCINNATI—6/12—8:30 P.M.
Monte Vista Theatre
6220 Montgomery Road

CLEVELAND—6/11—8:30 P.M.
Loew's State Theatre
1515 Euclid Avenue

DALLAS—6/11—10 A.M.
Melba Theatre
1913 Elm Street

DENVER—6/11—8 P.M.
Lakewood Theatre
8000 West Colfax Avenue

DES MOINES—6/11—8:30 P.M.
Uptown Theatre
4115 University

DETROIT—6/12—8:30 P.M.
Globe Theatre
3520 Grand River Avenue

INDIANAPOLIS—6/18—8:30 P.M.
Loew's Theatre
35 N. Pennsylvania Street

KANSAS CITY—6/11—8:30 P.M.
Loew's Midland Theatre
1228 Main Street

LOS ANGELES—6/11—8:45 P.M.
Four Star Theatre
5112 Wilshire Blvd.

MEMPHIS—6/11—8:30 P.M.
Loew's Palace Theatre
81 Union Avenue

MILWAUKEE—6/14—8:30 P.M.
Tosa Theatre
6823 W. North Avenue

MINNEAPOLIS—6/12—8 P.M.
Granada Theatre
3022 Hennepin Avenue South

NEW HAVEN—6/11—8:30 P.M.
Loew's Poli Theatre
23 Church Street

NEW ORLEANS—6/11—8:30 P.M.
Loew's State Theatre
1108 Canal Street

NEW YORK-N. J.—6/4—10:30 A.M.
M-G-M Screen Room
630 Ninth Avenue

OKLAHOMA CITY—6/11—8 P.M.
Home Theatre
210 Northwest 6th Street

OMAHA—6/11—8:30 P.M.
Dundee Theatre
4952 Dodge Street

PHILADELPHIA—6/11—11 A.M.
M-G-M Screen Room
1233 Summer Street

PITTSBURGH—6/11—8:30 P.M.
Loew's Penn Theatre
Sixth Street and Penn Avenue

PORTLAND—6/12—8 P.M.
Laurelhurst Theatre
15 N. E. 28th Avenue

ST. LOUIS—6/18—8:30 P.M.
Loew's State Theatre
715 Washington Avenue

SALT LAKE CITY—6/11—8 P.M.
Southeast Theatre
2121 South 11th East

SAN FRANCISCO—6/11—8:30 P.M.
Loew's Warfield
982 Market Street

SEATTLE—6/11—8:30 P.M.
Greenlake Theatre
7107 Woodlawn

WASHINGTON—6/11—8:30 P.M.
Loew's Palace
1306 F. Street N. W.

Colosseum Slates Pay Freeze Attack At WSB Next Week

MILWAUKEE, May 30.—The Colosseum of Motion Picture Salesmen of America, which has filed unfair labor practices charges against major distributors in consequence of a breakdown of new contract negotiations, is scheduled to state its opposition to the wage freeze before the Wage Stabilization Board at a hearing in Washington on June 5-6, David Beznor, Colosseum general counsel, disclosed here yesterday.

Shortly after Beznor filed the unfair labor practices charges with the National Labor Relations Board in Chicago, he indicated he would confer on the salesmen's problems with William Green, president of the American Federation of Labor, and John L. Lewis, president of the United Mine Workers. This was taken to mean that the unaffiliated union representing 1,000 film salesmen, might join either of those national labor organizations.

Beznor, who will represent the Colosseum at the WSB hearings, has taken the position that the government should not attempt to freeze wages in the film industry since it is not subject to price control.

Seeks Broader N.H. Tax

CONCORD, N. H., May 30.—A proposal to broaden the ten per cent admission tax to include all admission charges for entertainment and recreation facilities has been filed by the House Ways and Means Committee of the New Hampshire legislature.

20th-Fox Summer Releases

(*Continued from page* 1)

troduce Edwin W. Aaron and Arthur Silverstone, new Western and Eastern sales managers of the company, respectively, whose appointments were announced recently following the resignation of A. W. Smith, Jr., as general sales manager. William C. Gehring, also present at the luncheon, continues as assistant general sales manager.

In addition to the 10 summer releases, Lichtman reported on production and release plans for next year, which had been outlined to 20th-Fox stockholders by Spyros P. Skouras, president, at their recent annual meeting at the home office. The plans call for a 1952 production budget of $50,000,000 for 36 pictures to be made by the company, which may be augmented by four additional releases from outside producers, for a total of 40 features. The company will release a minimum of 36 pictures this year, representing a production expenditure of $47,000,000.

In marketing the new releases, 20th-Fox "will join forces with exhibitors" to provide them with every merchandising and showmanship aid of which the company is capable, Charles Einfeld, vice-president in charge of advertising-publicity, said. "We will 'pass the ammunition' in releases and showmanly aids to the exhibitors," he said, "and help them make the most of both for their benefit and ours."

Einfeld said special cooperative advertising and increased trade paper advertising are included in the company's plans.

Topping the summer schedule is Darryl F. Zanuck's Technicolor production of "David and Bathsheba," which will have a New York premiere in August, followed by a series of special key dates in September.

July releases include the Technicolor "Take Care of My Little Girl," "The Frogmen" and "The Guy Who Came Back." Set for August are "The Secret of Convict Lake," "No Highway in the Sky" and "Mr. Belvedere Rings the Bell."

An August special will be "Decision Before Dawn," which will be shown to the company's sales convention next month, at which time it will be decided what type of special handling will be best suited for it.

September releases are: "People Will Talk," "The Desert Fox" and "David and Bathsheba." Type of handling for the latter will also be decided at the sales convention.

Home office executives, division managers, branch managers and members of the 20th-Fox advertising, publicity and exploitation department will attend the convention, which will be held in the conference room of National Theatres, Los Angeles headquarters. Delegates will stay at the Ambassador Hotel and night screenings of new product will be held at the 20th-Fox studios.

Round-table Talks

Discussions will be held in round-table style in order to give individual attention to exhibitors' problems in every section of the country, Lichtman said. Particular emphasis will be laid on advertising, publicity and exploitation plans designed to give intensive local-level backing to what Lichtman described as the "strongest line-up of films ever offered in the company's history." Lichtman said he will also present six plans for conservation of release prints to the meeting, hoping that "one of them will be found workable."

He pointed out that 20th-Fox's production and release plans were eloquent evidence of the company's confidence in the future. "Good pictures backed by good showmanship will bring in the customers," he said. "Despite the new forms of competition, if our films are attractively made they will get their share of the amusement dollar." As evidence, Lichtman cited the current high grosses of "On the Riviera" and other pictures.

Meyers Named Canadian Manager for 20th-Fox

Pete Meyers, former 20th Century-Fox branch manager at Toronto, has been named Canadian sales manager for the company, replacing Arthur Silverstone, recently promoted to Eastern sales manager for the company in the U.S.

Phil Sherman, former exhibitor and Canadian distribution man, has been named Toronto branch manager, succeeding Meyers.

With the previously announced appointment of Moe Levy as Midwestern division manager, replacing E. W. Aaron, new Western sales manager, the division headquarters are being transferred from Kansas City to Minneapolis. Exchanges covered by the division, in addition to the latter two, are Des Moines, Milwaukee, Omaha and St. Louis.

NPA Hurts

(*Continued from page* 1)

and supplies, and the theatre owners who are their customers, according to Neu, declare that this regulation has moved the program beyond the announced control of materials and into the field of controlling labor. "Under this regulation," Neu observes, "there are items classed as personal property which a theatre owner would like to buy to help the industry as a whole and protect his own investment which he cannot buy because the installation cost just has to eat up more than the allowed $2,000."

Theatre chairs are again in controversy, Neu points out, because of this installation regulation. A few weeks ago general NPA regulations were changed to let theatre chairs remain in the classification of personal property where they had always been. This change made possible new construction or remodeling on a theatre up to the full limit of $5,000 excluding the big bite of the chairs and their installation. "But it is absurdly true," the TESMA president remarks, "that as things are now an exhibitor who wants to spruce up his theatre with anything more than about 1,350 seats cannot do it. And if he bought that many seats he couldn't buy anything else on which there was an installation charge.

New Confusion

Manufacturers and dealers who install seats, Neu says, quote $1.35 to $1.50 per seat. That would put in 1,333 seats at $1.50.

This new confusion in their minds, according to the theatre equipment and supply manufacturers, is because they know that in the installation of theatre seats practically all of the cost is for labor and not for material, critical or otherwise. Actually they say, expansion shells and bolts for 2,000 chairs cost about $500 at today's price and use an extremely small quantity of steel. And this small amount of material, they add, according to trade practices, is sold the seat buyer as a part of the seat.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .



The Altec Service Man and the organization behind him

The Altec Service Man

ALTEC SERVICE CORPORATION

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Coy on TV

(Continued from page 1)

color telecasting by the end of the summer, and that the transition to color will occur over a long period, but he predicted that set manufacturers would start now making color sets and adapters and would have them on the market in a reasonable period.

TV Set Manufacturers Cool to CBS Color

While Columbia Broadcasting System proceeded with plans to put its Supreme Court approved color TV system on the air, the reactions of set manufacturers made it appear doubtful how many home viewers would be equipped to receive the CBS programs.

Only one company, the CBS controlled Air King Distributors, announced full scale production plans for sets using CBS color, and a group of manufacturers expressed outright opposition, declaring they would await the development of a "compatible" system—presumably RCA's system which has not yet won FCC approval.

Other companies adopted a wait-and-see attitude.

'U' Drive

(Continued from page 1)

and Pa Kettle Back on the Farm," "The Fat Man," "Hollywood Story" and "Francis Goes to the Races." Lipton disclosed that tours are being planned for "Cattle Drive," "Little Egypt" and "Iron Men," all to be released this summer.

Wright Urges Arbitration

(Continued from page 1)

the Attorney-General to seek removal of the arbitration provisions from the original industry anti-trust suit decree, now maintains that an efficient system for the industry would be one having as arbitrators those "who combine a special knowledge of the industry with freedom from the prejudices necessarily attaching to those who are a part of it."

As a member of the legal profession, Wright "hesitates" to advance the view that lawyers should be excluded from the arbitration process. "But," he adds, "experience does suggest that unless they play a more limited role than they do in the courtroom, the benefits from the informal procedures characteristic of arbitration may become largely illusory."

Wright holds it to be "inconceivable that any arbitration system may be reestablished at this time which would preserve existing run priorities."

The Wright article states that it would be inadvisable to disregard the facilities of the "old system" in planning a new one. The AAA, the Motion Picture Appeal Board and the individual arbitrators, Wright claims, "acquired a knowledge of the workings of this industry which ought to be utilized in some manner by any new system."

If the distributors believe that treble damage suits will result in their paying more than just compensation for injuries actually sustained, says Wright, "they should take the lead in establishing arbitration tribunals in which an injured exhibitor may seek an appropriate damage award instead of prosecuting a treble damage suit."

Then he states: "In my judgment, the expense and hazards of treble damage litigation are so great that many injured exhibitors would have a better chance of recovery in an arbitration proceeding than by litigation."

Wright at this point makes a specific, detailed proposal. "In order to conform a damage arbitration system to the purposes of the Clayton Act, it would be necessary to empower the arbitrator to award punitive damages where he found that a flagrant violation caused the injury, but a figure treble the amount of the actual damage, might well be used as a ceiling instead of as a mandatory award. Any award of attorney's fees, also mandatory under the Clayton Act, might also be left to the discretion of the arbitrator and based upon consideration of the nature of the violation and the financial circumstances of the complaint."

Wright sees "no reason" why most of the complaints now directed to the Department of Justice could not be dealt with effectively by arbitration. "If it were understood that the resulting award would be no bar to contempt proceedings, which may be brought only by the United States in any event, I should suppose that the Department would have no objection to the arbitration of such complaints."

'Arbitration Can't Cure Bidding Ills'

"That part of the industry which visualizes arbitration as a means of stabilizing the admittedly chaotic conditions which now prevail in certain areas does not understand the cause of the chaos," Robert L. Wright, former Special Assistant to the U. S. Attorney-General, maintains.

"The acute discomfort which exhibitors suffer as a result of the distributors' exploitation through competitive bidding of new competition created by the government decrees," Wright holds, "cannot be alleviated by arbitration. Neither exhibitors nor distributors can have an industry which is at once stabilized and highly competitive."

WB Showings

(Continued from page 1)

Metropolitan area are expected for the two-day showings in response to the invitation of Warner sales vice-president Ben Kalmenson to exhibitors to "Come see this product, and you will see for yourself why every exhibitor owes it to himself, to his theatre, to his industry to look forward and go forward with optimism and faith."

Tomorrow, the exhibitors will see "Strangers on A Train," starring Farley Granger, Ruth Roman and Robert Walker, and "Captain Horatio Hornblower."

PARAMOUNT TRADE SHOWS

IN THEATRES MAY 28 TO JUNE 14
DEAN MARTIN and JERRY LEWIS
in Hal Wallis' Production
"THAT'S MY BOY"
and co-starring
RUTH HUSSEY • MARION MARSHALL • POLLY BERGEN
with and introducing
Hugh Sanders • John McIntire • Tom Harmon • EDDIE MAYEHOFF
Directed by Hal Walker • Assaciate Producer, Story and Screenplay, Cy Haward

CITY	PLACE OF SCREENING	DATE	TIME
ALBANY	FOX SCREENING ROOM, 1052 Braadway	THURS. JUNE 7	8 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Walton St., N.W.	THURS. JUNE 7	2 P.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley St.	MON. JUNE 4	2:30 P.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin Street	THURS. JUNE 7	2 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 Sa. Church St.	THURS. JUNE 7	10 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.	THURS. JUNE 7	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	THURS. JUNE 7	2:30 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd Street	THURS. JUNE 7	8 P.M.
DALLAS	MAJESTIC THEATRE	MON. JUNE 11	
DENVER	OENHAM THEATRE	THURS. JUNE 7	
DES MOINES	DES MOINES THEATRE	WED. JUNE 13	
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Avenue	THURS. JUNE 7	2 P.M.
INDIANAPOLIS	INDIANA THEATRE	TUES. JUNE 12	
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Theatre Bldg.	THURS. JUNE 7	2:30 P.M.
KANSAS CITY	PARAMOUNT THEATRE	TUES. JUNE 12	
LOS ANGELES	PARAMOUNT THEATRE	TUES. JUNE 5	
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th Street	THURS. JUNE 7	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Secand St.	THURS. JUNE 7	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	THURS. JUNE 7	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	THURS. JUNE 7	2 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82-88 State Street	THURS. JUNE 7	8 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 Sauth Liberty Street	WED. JUNE 6	10:30 A.M.
NEW YORK CITY	LOEW'S SHERIDAN—12th Street-7th Avenue	THURS. JUNE 7	
OKLAHOMA CITY	CRITERION THEATRE	MON. JUNE 11	
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Davenport Street	THURS. JUNE 7	1 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	THURS. JUNE 7	2 P.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Baulevard af Allies	THURS. JUNE 7	2 P.M.
PORTLAND	ORPHEUM	THURS. JUNE 14	
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive Street	THURS. JUNE 7	1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South St.	THURS. JUNE 7	1:30 P.M.
SAN FRANCISCO	PARAMOUNT THEATRE	MON. MAY 28	
SEATTLE	FIFTH AVENUE THEATRE	MON. JUNE 4	
WASHINGTON	WARNER THEATRE	WED. JUNE 13	

MONDAY, JUNE 4th
EDMOND O'BRIEN • DEAN JAGGER
FORREST TUCKER • HARRY CAREY, Jr.
in **"WARPATH"**
with POLLY BERGEN • JAMES MILLICAN • WALLACE FORD
Color by TECHNICOLOR • Directed by BYRON HASKIN
Story and Screenplay by Frank Gruber • Produced by Nat Holt

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Braadway	8 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Walton Street, N.W.	2 P.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley Street	10:30 A.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 Sauth Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 Sauth Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd Street	8 P.M.
DALLAS	PARAMOUNT PROJECTION ROOM, 412 Sauth Harwaad Street	2:30 P.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Staut Street	2 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan Street	1 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Theatre Bldg.	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJECTION ROOM, 1B00 Wyandatte Street	2:30 P.M.
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 Sauth Secand Street	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, B2 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJECTION ROOM, 1501 Braadway (9th Flaar)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJECTION ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Davenpart Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Baulevard af Allies	2 P.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 Northwest 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive Street	1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st Sauth Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Avenue	2 P.M.
SEATTLE	PARAMOUNT PROJECTION ROOM, 2330 First Avenue	1:30 P.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H Street, N.W.	2 P.M.

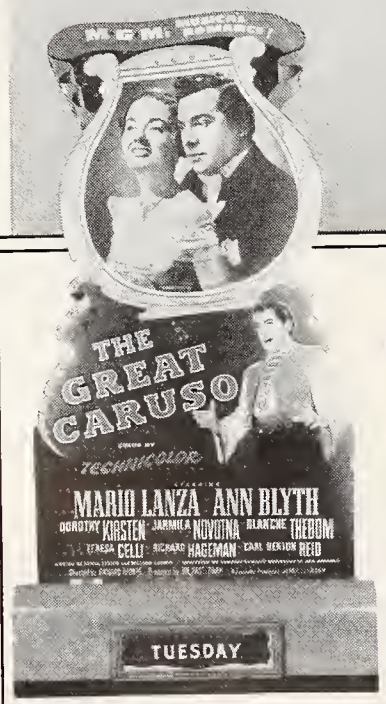
USE COOL TRAILERS TO BUILD WARM WEATHER BUSINESS!

Get them out of their *Hot Houses* . . . into your COOL *Theatre* . . . with showmanship-packed, NSS COOL TRAILERS!

Impress upon your patrons, the COOL *comfort*...and fine *entertainment* . . . offered by your AIR-CONDITIONED theatre . . . and show them how to beat-the-heat . . . by GOING TO A MOVIE!

NSS has created a large variety of beautifully produced COOL TRAILERS . . . for every type of COOLING system . . . and *every theatre* . . . to fill *all* your needs! Ask your NSS salesman about them . . . or get full details from your local NSS exchange . . . and then . . . buy *several* . . . and rotate them throughout the Summer months!





Use patron-pulling STANDEES

. . . the colorful DISPLAYS . . . with the beautiful Fluorescent-lighted base . . . that SELL . . . in your Lobby, Foyer and out-front . . . or away-from theatre . . . in hotel Lobby or bank . . . terminal or store window! ASK Your NSS Salesman.

Get the *most* out of your AIR-CONDITIONING system . . . by selling COOL COMFORT with NSS COOL TRAILERS!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 106 NEW YORK, U. S. A., FRIDAY, JUNE 1, 1951 TEN CENTS

Compo Appeal For 'Essential' Rating Seen

Coyne Is Studying Brief, 'Timing,' Other Factors

WASHINGTON, May 31.—Odds are that the Council of Motion Picture Organizations will appeal the Commerce Department's action dropping the film industry from the list of "essential activities," COMPO's special counsel Robert Coyne declared today.

Commerce recently dropped the industry from the list, intended to serve as a guide for drafting and deferring workers.

Coyne said he is about halfway through a brief appealing this action, and that present indications are that it will be filed. One question is whether radio and television will appeal —the film industry will definitely appeal if the other media do, but may not if radio and television don't. Another problem is the matter of "timing," according to Coyne.

"The list is intended for manpower

(*Continued on page 4*)

CEA Tax Proposals To Reach Commons

BOURNEMOUTH, England, May 31.—Officers of the Cinematograph Exhibitors Association have drafted amendments to the government's Finance Bill which will be presented in the House of Commons next Tuesday by a friendly Tory Member of Parliament, it was learned here at the CEA conference now in progress.

As the conference supported its tax

(*Continued on page 4*)

'Miracle' Appeal to Be Heard Today

ALBANY, N. Y., May 31.—The Court of Appeals will hear arguments tomorrow morning on the appeal by Joseph Burstyn, Inc. from the unanimous decision of the Appellate Division upholding the power of the Board of Regents to ban "The Miracle" as "sacrilegious." The judges of the state's highest tribunal attended a private screening of the Italian film yesterday at the Madison Theatre.

Para. Enters Color TV With New Tube

Paramount Pictures jumped into the color television picture yesterday with an announcement by its 50 per cent-owned Chromatic Television Laboratories that it has developed a direct picture tube that will receive black-and-white and color transmissions by automatically tuning themselves to either.

The new tri-color Chromatron picture tube will work in conjunction with any of the known color television systems proposed, according to a statement by Richard Hodgson, Chromatic TV president, and eliminates the need for a mechanical rotating color wheel or drum as used by the CBS color system.

Demonstrations of the tube and receiver to date have been limited to members of the staff of the Federal Communications Commission and research groups of the Air Force, Navy and Signal Corps. Limited public demonstrations are being planned in

(*Continued on page 5*)

Para.'s Raibourn To Telemeter Board

HOLLYWOOD, May 31.—An announcement that Paramount Pictures has acquired an interest in the Telemeter Corp. of America and that Paul Raibourn, Paramount vice-president in charge of television production, will be chairman of the new Telemeter board of directors was made today by David Loew, president of Telemeter.

Loew also announced that the company was reorganized as a Delaware corporation with the following officers besides Raibourn:

Carl Leserman, executive vice pres-

(*Continued on page 5*)

Grainger Presides At Republic Meet

James R. Grainger, Republic sales vice-president, will arrive in Chicago today to preside at the first session of a two-day sales meeting to be held tomorrow and Sunday at the Blackstone Hotel.

District manager Abe Fischer will head the following group of branch managers: Nat E. Steinberg, St. Louis; R. F. Withers, Kansas City; Harry Lefholtz, Omaha; Paul Webster, Des Moines; J. E. Loeffler, Minneapolis; Jack G. Frackman, Milwaukee; Ben F. Elrod, Chicago; Sam Seplowin, Detroit.

UMW 'ALL SET' TO INVADE INDUSTRY

'IA' Asks Leave to Appear in Wage Control Hearings

WASHINGTON, May 31.—The International Alliance of Theatrical and Stage Employes has asked leave to appear at coming Wage Stabilization Board hearings on whether to exempt from wage control the film industry and other industries whose prices are free from control.

The IATSE will be represented at the hearing by Frank Murdock, its general counsel, and Roy Brewer, Coast international representative, both of whom are expected to urge that the industry be exempted from the wage freeze. Also due to appeal in the same vein is David Beznor, general counsel of the Colosseum of Motion Picture Salesmen.

No other requests from film groups

(*Continued on page 5*)

Paramount All Set On Schwalberg Drive

Final preparations have been completed for Paramount's "Salute To Al Schwalberg" sales drive, scheduled for July and August, according to E. K. O'Shea, national chairman of the "Salute" committee.

Already on display in all of the company's domestic and Canadian branches is a huge banner announcing the drive, a 40-by-60 in color urging the support of exhibitors, and a second 40-by-60 listing the product to be released during the drive. Also ready for use by branch and division

(*Continued on page 5*)

500 Exhibitors Attend Warner's Screenings

Some 500 theatre owners, managers and bookers in the Metropolitan area turned out for the first day of the two-day four-picture "Look Forward" showings of Warner's forthcoming product, at the New York Strand Theatre yesterday.

Following the morning screening of "Jim Thorpe—All American," guests were served a buffet luncheon, following which they viewed "A Streetcar Named Desire." This morning and afternoon the exhibitors will see "Strangers on A Train" and "Captain Horatio Hornblower."

Offer to Film Salesmen Inspires IATSE to Take Counter Measures

By CHARLES L. FRANKE

John L. Lewis was reported in industry labor circles yesterday to be "all set" to make room in his United Mine Workers union for organized film salesmen, and the American Federation of Labor, through the IATSE, was reported ready to contest the move.



David Beznor

Center of the rivalry is the 1,000 - member Colosseum of Motion Picture Salesmen of America. Lewis was said to have made "a fantastically attractive" offer to the unaffiliated salesmen's union to induce it to become part of UMW's so-called "catch-all" unit, District No. 50.

Milwaukee, May 31.—Queried on the report that John L. Lewis' United Mine Workers has offered to take the Colosseum of Motion Picture Salesmen into its ranks, David Beznor, Colosseum general counsel, declined today to confirm or deny it.

The offer reportedly was made at a secret meeting in Washington this week between Lewis and David Beznor, general counsel of the Colosseum. In turning to Lewis, Beznor was said to be playing his trump card in the Colosseum's bid for a 10 per cent-plus

(*Continued on page 5*)

Print Situation Is On 20th's Agenda

At the 20th Century-Fox sales convention, to be held in Los Angeles June 12-15, special emphasis will be placed on the national print situation during the four-day meeting.

Division and branch managers have already been instructed to bring with them all data and requirements concerning prints in their territories. Several print plans will be introduced at the session, and full discussion will

(*Continued on page 4*)

Personal Mention

CHARLES P. SKOURAS, president of National Theatres, will head the Los Angeles Community Chest as chairman of the publicity and information committee for the third consecutive year.

•

CHARLES BOYER, British actor-playwright NOEL COWARD, actress AGNES MOOREHEAD, director DAVID W. BUTLER and MRS. BUTLER sailed from here yesterday aboard the S. S. *Queen Mary* for Europe.

•

COLONEL SANFORD GREENWALD, West Coast representative of Paramount News, has been elected president of the Los Angeles Press Photographers Association for the ensuing year.

•

MAURICE N. WOLF, field assistant to H. M. RICHEY, M-G-M's director of exhibitor relations, is due to speak Sunday before the Youth Group at Washington, D. C.

•

PHILIP GERARD, Universal Pictures Co. Eastern publicity manager, left here last night for Detroit and is scheduled to return Sunday.

•

DAVID A. LIPTON, Universal Pictures Co. vice-president in charge of advertising and publicity, is due to arrive here Monday from California.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is due to leave Jacksonville today for New Orleans.

•

JOSEPH L. MANKIEWICZ, director, is slated to arrive here tomorrow by plane from Hollywood en route to Istanbul.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subjects and reprints, is due to leave here this weekend for Omaha, first stop on a Midwest tour.

•

ARTHUR LUBIN, director, is scheduled to leave here Sunday for New Orleans en route to the Coast.

•

DON PRINCE, RKO Pictures Eastern publicity director, returned yesterday from Montreal and Toronto.

•

ABE OLMAN, M-G-M's New York head of music promotion, has returned here from the Coast.

•

ARTHUR TOURTELLOT, March of Time producer, will discuss the current literary scene Tuesday on CBS.

•

TERRY TURNER, RKO Pictures director of exploitation, is in Detroit from here.

Sherman with Radiant

CHICAGO, May 31.—Milt Sherman has been appointed advertising manager of the Radiant Manufacturing Corp., makers of Radiant Projection Screens.

Warners to Retain Music Companies

"Although there have been a number of responsible offers for the vast music holdings owned by Warner Brothers Pictures, Inc., consisting of the Remick, Harms and Witmark organizations," Albert Warner yesterday stated emphatically that these holdings are not for sale, according to a company statement.

The music publishing interests of Warner Brothers are headed by Herman Starr and are combined in the Music Publishers Holding Corp.

U. S. Seeks Industry Aid in Bond Drive

WASHINGTON, May 31.—The Treasury Department will ask the aid of exhibitors and other branches of the film industry for another big savings bond drive starting in September, according to Robert Coyne, special counsel for the Council of Motion Picture Organizations.

Exact plans for industry cooperation probably won't be ready for another 30 to 60 days, according to Coyne, who today attended a major treasury bond meet in a dual capacity of COMPO representative and Treasury bond adviser. Coyne was a key man in the Treasury's World War II bond program. Today's meeting was attended by representatives of over 100 groups, and was briefed by top government officials on the need for the bond drive. The meeting will conclude tomorrow.

Mullin Named Head Of Defense Council

BOSTON, May 31.—M. J. Mullin, president of New England Theatres, has been named chairman of a newly-established film industry committee to work with Massachusetts Governor Paul A. Dever's Defense Council. Also named to the committee by Dever were the following:

Norman C. Glassman, Rialto Theatre, Lowell; Maxwell Melincoff, Warner Circuit, Boston; Harold A. Maloney, Loew's Poli Theatre, Worcester; Harry Zeitz, State Theatre, New Bedford; Frank C. Lydon, Allied Theatres of New England, Boston; Harry Browning, New England Theatres, Inc., Boston.

MGM Will Release 42 Shorts in '52

Metro-Goldwyn-Mayer will release 42 short subjects during the 12-month period commencing Sept. 1. The total is the same as for 1950-51.

The 1951-52 group will be divided into the following series: 16 Technicolor cartoons (which will include the cartoon stars, Tom and Jerry), produced by Fred Quimby; six "Gold Medal Reprint Cartoons," in Technicolor, produced by Quimby; 10 "Pete Smith Specialties," and eight "Fitz-Patrick Traveltalks," also in Technicolor. All will be one-reelers.

'Caruso', 'Riviera', 'Fabiola' Draw Big Broadway Grosses

A trio of high-grossing films on Broadway proved over Memorial Day that the paying public will still turn out in record numbers to see the films that catch its fancy.

"The Great Caruso" continued its smash run at Radio City Hall with $28,000 recorded on the holiday and with the third week's gross totaling $153,000. The total three-week take at the Hall for the Mario Lanza starrer is reported by M-G-M to be $460,500. At this pace the picture is expected to hold for a six-week run.

'Riviera' Also Tops

Also in the top money bracket is "On the Riviera" at the Roxy, where the 20th Century-Fox film took in $21,000 on Memorial Day. The first week's total is reported to be $105,000, the best figure at the house this spring.

United Artists' "Fabiola" set a 30-month opening day record at the Victoria on Wednesday, according to Maurice Maurer, managing director, when it drew $6,100 on the holiday. Add to that another $3,500 gross for Tuesday evening when the Jules Levey presentation had an advance evening showing, and it can be seen that the Victoria is likely to reap one of its best opening weeks in two-and-a-half years.

Credit for "Fabiola's" showing is being attributed to local ballyhoo, a pattern UA is following in other cities where the film is showing. Main emphasis is to put on local showmanship to put the picture over.

$8,100 for Irish Film

"The Hills of Ireland," color film of Ireland produced by Harry Dugan, broke the all-time house record at the 55th St. Playhouse here since this theatre was opened in 1927, grossing more than $8,000 during the first week's run, it was reported by Martin Lewis, managing director of the theatre. "Hills of Ireland" was in production for two years. It is narrated by Pat O'Brien and songs are by Christopher Lynch.

'Kon-Tiki' Hits $6,300

SAN FRANCISCO, May 31.—RKO Pictures' "Kon-Tiki," has shown excellent grosses during its first week at the Vogue Theatre here, hitting $6,300 for its first seven days, according to Irving M. Levin, divisional director of San Francisco Theatres, Inc.

Mamoulian Entertained

Rouben Mamoulian, who arrived in New York to attend the re-opening of the Rodgers and Hammerstein stage musical, "Oklahoma," which he directed, was given a cocktail party yesterday by Lynn Farnol. Among the guests were Richard de Rochemont, Dan Lang and Mrs. Lang, Geoffrey Hellman and Mrs. Hellman, Howard Cullman and Mrs. Cullman, Laura Hobson, Richard Rodgers and Mrs. Rodgers, David Kapp, Kenneth Ives, Red Kann, Margaret Ettinger, Henry Dreyfus, Mrs. Alison Bisgood and Arthur Altschul.

Strike Closing Dublin Theatres

Dublin, May 31.—All theatres in this city will be closed on Saturday when their staffs begin a strike for higher wages to meet the increased cost of living. Exhibitors have refused to meet the workers' demands and a deadlock has been reached.

Services Tomorrow For Frank Farley

Frank Farley, 61, until recently chief production representative in Europe for Paramount Pictures and chairman and managing director of Paramount British Productions, Ltd., died last night in New York.

Farley's Career

Joining the production department of Paramount here, in New York, he was assigned to a production post in Paris in 1929 and in this capacity created production departments for the company in practically every important city in Continental Europe. In 1940 he transferred his headquarters to London.

Farley is survived by the widow, Lillian, formerly Paris editor for *Vogue* and *Harper's Bazaar*, and a half-brother, James Clayton of Washington. Funeral services will be at St. Hugh's Church, Huntington Station, Long Island, tomorrow morning and interment will be at St. Charles Cemetery, Pinelawn, L. I.

Harry Mayer Heads WB N.Y. Story Dept.

Harry Mayer, in charge of talent for Warner Brothers at the company's home office in New York, has been named head of the New York story and talent departments. Jacob Wilk, formerly in the post, will go to the Warner studios in Burbank, to assume his recently announced duties in seeking stories and new material for production.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

DANA ANDREWS · CARLA BALENDA
CLAUDE RAINS
SEALED CARGO
with PHILIP DORN • RKO RADIO PICTURE
in person PEGGY LEE
RAY McKINLEY And His Orchestra
LANE BROTHERS
Extra RED BUTTONS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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"Fabulous

"Fabiola"

THE MIGHTIEST, MOST MAGNIFICENT SCREEN SPECTACLE EVER MADE . . .

BLASTS

NEW YORK

WITH A FABULOUS HOLIDAY OPENING AT THE VICTORIA THEATRE!

HOLDOVERS ALL OVER!

NEW ORLEANS · BALTIMORE
BOSTON · SAN FRANCISCO
and watch the money roll in
in Philadelphia, Detroit,
Buffalo, Cincinnati,
Washington and hundreds
of other playdates!

FABULOUS "FABIOLA"
FOR FABULOUS RETURNS
THRU **UA!**

NEWS in Brief . . .

DES MOINES, May 31.—Ways to stimulate the box-office will be explored at a one-day meeting of the Allied Independent Theatre Owners of Iowa-Nebraska on Tuesday here at the Ft. Des Moines Hotel.

•

MEMPHIS, May 31.—Theatre Owners Association of Tennessee will hold a convention June 24 at the Hotel Gayoso here, Jay Sotoman, president, of Chattanooga, has announced. There will be a board meeting on the evening of June 13.

•

Sidney, O., May 31. — Private Thurman Hetzler, 23, manager of Warners' Capitol Theatre here until his induction into the Army, is reported missing in Korea. He was with the 112th Infantry Division of the 28th Division.

•

The New York offices of Filmack, Chicago producer and distributor of screen trailers, are now at 630 Ninth Avenue, in the Film Building.

•

Nat Liebeskind, who recently took over operation of the University Theatre in the Bronx, has closed the theatre and withdrawn from its operation.

•

HOLLYWOOD, May 31. — Stanley Kramer Co., which releases through Columbia, has opened negotiations with Edward Dmytryk for his services to direct three pictures. No subjects have been specifically chosen for Dmytryk to direct if negotiations are consummated.

•

Warner's Strand Theatre here has closed for "several week" to permit the extensive new wiring needed for the installation of theatre television equipment. Reports that its stage show policy will not be renewed could not be confirmed.

•

Columbia Pictures has concluded a deal with Harry Popkin for the release of his "The Well," and a number of pre-release test engagements have been scheduled for August and September, with a national release to follow later in the fall.

CEA Tax Proposals

(*Continued from page* 1)

committee's report that the Treasury's plan for higher admission taxes is inadequate and unacceptable, it became clear that the government is determined to reclaim the Eady Plan as an integral part of the film industry. The plan involves a levy on exhibitors of one halfpenny or one farthing on all admissions, which is handed over to a production pool.

The CEA voted to lift its ban on the U. S. film, "Love Happy." The ban had been imposed during the Palestine controversy because of Ben Hecht's participation in the film's production.

Ben Hecht was one of seven writers who worked on the script of "Love Happy," according to Lester Cowan, the producer. He said yesterday that William Gell's Monarch Films holds the distribution rights in the United Kingdom and that the film will go into general release there immediately.

Reviews

"He Ran All the Way"

(*Bob Roberts—United Artists*)

PRODUCER BOB ROBERTS, director John Berry and scriptwriters Guy Endore and Hugo Butler have fashioned a taut and engrossing film from a novel by Sam Ross about a hoodlum-murderer and a workingman's family he held captive in their own apartment for two agonizing days and nights. Superlative performance by John Garfield, as the panicky hunted robber who has killed a policeman, and Shelley Winters, playing the romantically confused daughter of the family, distinguish this unrelievedly somber offering from the general run of crime melodramas. And the star's acting is matched with sharp counterpoint characterizations by veteran supporting players Wallace Ford and Selena Royle and young Bobby Hyatt, whose portrayals of father, mother and son are as real as life.

With its setting in the semi-slums of a big city and its dark theme intertwined with sweating panic and alarmed desperation, "He Ran All the Way" would appear to have what it takes to hypo grosses at metropolitan theatres. It is less certain, however, that the picture would have the same effect at small-town and rural box-offices.

Bristling with excitement every foot of its unfolding, the film opens with Garfield, a nervous and incompetent thief, robbing a warehouse payroll guard and shooting down an officer in the process. He runs from the scene to a public swimming pool where he meets Miss Winters, a bakery worker on a day off. She takes a fancy to him, unaware of his background, and invites him to take her home. There, amid the family circle, his identity is exposed and he proceeds forthwith to terrorize the girl and her folks into harboring him until he can arrange an escape from the city. As the story nears its stinging climax, Miss Winters, shy with boys and imagining herself in love with Garfield, shops for a car for him with some of the money he has stolen. In the end the disillusioned girl shoots Garfield down as her father, Ford, hysterically challenges the hoodlum to a gun duel in the darkened streets. James Wong Howe's lensing heightens the somber, tragic mood with excellent effect. Paul Trivers was associate producer.

Running time, 77 minutes. General audience classification. Release date, July 13.

CHARLES L. FRANKE

"The Prince Who Was A Thief"

(*Universal-International*)

A QUICK rundown of the elements put into "The Prince Who Was A Thief" should satisfy most exhibitors that it is a sound piece of merchandise. A story with an Arabian Nights motif, an eye-filling Technicolor frame, adequate servings of romance and action, and a pair of young stars whom Universal has gone to considerable pains to publicize in newspapers and magazines—these are the fundamental ingredients for appraisal. The stars are Tony Curtis and Piper Laurie, and they do cut delightful figures in the garb of ancient Tangiers. And speaking of Tangiers (this Universal version, that is), it is well worth mentioning that art directors Bernard Herzbrun and Emrich Nicholson and set decorators Russell A. Gausman and Otto Siegel contributed becomingly exotic and glamorous backgrounds to the improbable proceedings.

Ably directed by Rudolph Mate, this Leonard Goldstein production of a screenplay by Gerald Drayson Adams and Aeneas MacKenzie was based on a story by Theodore Dreiser. Curtis has the title roll. Stolen as a baby from his princely crib by an eminent thief, he turns out to be, at age 19, the handsomest most beloved and cleverest thief in all Islam (praise Allah!). What follows in the story involves pretty beggar-maid Piper Laurie, seductive princess Peggie Castle, sinister villains Jeff Corey, Marvin Miller and Donald Randolph, a priceless pearl and a thieves' rebellion replete with flashing scimitars. A series of daring robberies engineered by Curtis, his foster father, Evcrett Sloane, and little Miss Laurie are at the bottom of all the doings which, incidentally, provide as many chuckles as they do thrills. As a matter of fact, what is decidedly appealing about this picture is that it never takes itself seriously and does not seek to have the audience accept it as more than a good-natured frolic in balloon pants and spangles. Look for good business with this one.

Running time, 88 minutes. General audience classification. For July release.

C. L. F.

MPA Executive Unit To Meet Here Today

The Motion Picture Association of America executive committee is due to meet here today with Eric Johnston in attendance. The group, which is expected to reassess the MPAA dues structure, postponed the meeting from last Monday.

Johnston's attendance will be "unofficial," since the Economic Cooperation Administrator has been on leave from the MPAA presidency and "on loan" to the government. Joyce O'Hara, who has been serving as executive officer of the MPAA in Johnston's absence, also will attend the meeting. The executive committee is made up of company presidents.

Trade Press Writers On RKO Promotion

Trade paper editors will join an RKO Radio committee who will judge the promotions of exhibitors in the New York area for $1,500 in prizes for the best exploitation on "The Thing."

They are: Walter Brooks, director of "The Round Table" of *Motion Picture Herald;* Chester Friedman, editor of "The Showmandiser" of *Boxoffice;* Mel Konecoff, associate editor of *The Exhibitor;* Ralph Cokain, managing editor of *Showman's Trade Review,* and Alan Ames, associate editor of *The Independent Film Journal.* S. Barret McCormick, director of advertising, also will judge.

NPA Alarmed Over Lack of Applicants

Washington, May 31.—Officials of the National Production Authority's film branch have expressed alarm at the slowness with which applications are coming in from film industry firms for third quarter allotments of steel, aluminum and copper under the Controlled Materials Plan.

The plan goes into effect July 1, but midnight today was the deadline for applications. NPA film officials said that barely a handful of applications have come in so far, and urged all industry firms desiring to come under the CMP plan to get their applications into the mail immediately.

NPA Field Offices Hasten Complaints

WASHINGTON, May 31.—Exhibitors with complaints about illegal theatre building may now get faster action by taking their protests to National Production Authority regional and district offices instead of to Washington, according to NPA compliance officials.

They said there are now compliance staffs in all 13 regional offices and in some of the 100 district offices. Eventually, all district offices will have compliance personnel, they added.

These local offices will in most cases be in a position to act more speedily on complaints about violations of NPA orders, it was indicated. In fact, one compliance official said that many of the protests now coming in to Washington are being referred back to the regional and district offices.

Steinberg to Albuquerque

Herb Steinberg, of the Paramount home office publicity staff, left here yesterday for Albuquerque, N. M., where he will discuss plans with heads of Interstate Circuit for the mid-June premiere in that city of Billy Wilder's "Ace in the Hole."

COMPO Appeal

(*Continued from page* 1)

only, and that's not too vital now," he declared. "But it's the kind of action that might make a precedent and that we can't let go unanswered."

Coyne said he discussed the matter in detail today with Motion Picture Association of America vice-president Joyce O'Hara, and that he intended to take it up with other COMPO member organizations one by one in the near future. When Commerce first dropped the industry from the list, O'Hara had indicated that MPAA would appeal, but some feeling later developed that perhaps the appeal would be more effective coming from an organization representing all branches of the industry.

Coyne, here for a Treasury bond drive meeting, will take time out tomorrow to discuss this and other matters with National Production Authority film chief Nathan D. Golden. He will return to New York late in the day.

Para.-Color

(*Continued from page* 1)

30 days, Hodgson explained in a statement.

The idea for the design of the tube was conceived by Dr. Ernest O. Lawrence, inventor of the atom-smashing Cyclotron and a Nobel Prize winner. He is, in addition to being director of the University of California's radiation laboratory, a director and consultant with Chromatic TV.

Other Scientists

Other scientists on Chromatic TV's research staff include Dr. Louis Alvarez, nuclear physicist; Dr. Edward McMillan, also a nuclear physicist and co-discoverer of plutonium, and Dr. Andrew Longacre, a pioneer in radar. It has been reported that the group of scientists own the other 50 per cent of the company.

While research is carried on in California, design development takes place at Chromatic's laboratories here. Production facilities are set up in Connecticut where the Chromatron tube is currently on a pilot production basis.

Para.-Telemeter

(*Continued from page* 1)

ident, and Eugene J. Zukor, who is a Paramount studio executive, secretary-treasurer. Leserman is executive vice-president of Benedict Bogeus Productions.

The Telemeter system is described as a "home box-office, attachable to any television set."

Paramount executives here said that they knew of no immediate plans for utilizing the Telemeter to market Paramount films on television.

Y. Frank Freeman, vice president in charge of the studio, said that the company had felt it advisable to invest in a device that might one day prove "extremely profitable." There is no prospect in view of marketing Paramount pictures on television or of making pictures at Paramount for television, he said. "I cannot say, however, that we will never make pictures for television."

Forms Telemension Firm

HOLLYWOOD, May 31.—Formation of the Telemension Syndicate of America has been announced by Steve Macey, head of the organization which will develop and lease to TV stations the "Telemension suspended image system."

Schwalberg Drive

(*Continued from page* 1)

managers are special "Salute" letter heads and envelope stuffers.

To be held as a personal tribute to A. W. Schwalberg, president of Paramount Film Distributing Corp., the drive was generated by the field sales force at their recent convention in New York. No money prizes or other inducements are being offered.



UMW-Colosseum 'Offer'

(*Continued from page* 1)

pay raise under a new union contract. The contract negotiations collapsed recently when the distributors' negotiating committee refused to agree to more than a five-dollar-per-week pay hike, whereupon Beznor filed unfair labor practice charges against the companies with the National Labor Relations Board in Chicago. He alleged that distributors refused to negotiate fairly.

IATSE Reaction

Meanwhile, Richard F. Walsh, president of the IATSE, is reported to have learned of the Lewis-Beznor conference, and has urged the distributors' negotiating group not to let UMW achieve its goal. Lewis, according to informed industry labor officials, "has been trying for years to get a wedge into the motion picture industry."

A majority of the members of the distributors' committee, it was indicated, have agreed with Walsh and now are prepared to offer the salesmen's union a $7.50 per week raise. They may not make the offer, however, unless there is unanimity on it in the committee. One or more members are described as "unalterably opposed" to offering the Colosseum more than a five-dollar increase. With the $7.50 would go a one-dollar a day raise in on-the-road expense allowances. Beznor has indicated in the past that a 10 per cent pay hike would amount to nine dollars since the average salary for salesmen now is $90 per week.

Some time ago, it is understood, Beznor approached Walsh with the proposal that the Colosseum become affiliated with the IATSE. The "IA" president, however, rejected the proposal on the ground that a membership of 1,000 "who are scattered all over the country" was not sufficiently substantial, it was said.

Walsh Unavailable

It could not be learned yesterday whether Walsh now is prepared to give the Colosseum membership in the "IA" as a means of thwarting the aim attributed to Lewis.

The possibility that the Colosseum would join either the American Federation of Labor or UMW was reported by MOTION PICTURE DAILY on May 10. Beznor had indicated he would confer on Colosseum problems with both Lewis and William Green, AFL president. It is understood that he has met only with Lewis and no longer plans to confer with Green.

The distributors' negotiating committee, headed by Bernard Goodman of Warners, has been representing the following in connection with the Colosseum negotiations: Paramount, 20th Century-Fox, Columbia, Warners, Universal, RKO Pictures, Republic and Loew's.

Print Situation

(*Continued from page* 1)

take place on their feasibility of operation in the country's varied distribution areas.

Basic objective of the round-table discussion on print problems will be to give increased service to the exhibitor and his playdates. The print situation will come early on the agenda in order to place newly devised plans in work as soon as possible.

'IA' Asks Leave

(*Continued from page* 1)

had been received at a late hour today. Technically, requests to be heard were due in by today but WSB officials said that any requests received in the next day or two probably would be accepted.

Indications were that neither the Motion Picture Association of America nor Society of Independent Motion Picture Producers would ask to be heard.

The hearings, by a special six-man panel, are slated for next Tuesday and Wednesday. After the hearings, briefs can be submitted through June 15. There were indications that MPAA and other groups would have observers at the hearings and then file briefs if they felt that this was indicated as a result of testimony at the hearings.

Might Avoid Hearing

One industry official explained that he felt film groups might be avoiding the hearing on the theory that they do not want to take the risk of stirring up the status quo. If too many groups are exempted from wage control, there might be pressure to end the price control exemptions for those industries. Thus, it might be better for the film industry to remain subject to wage control and retain its price control exemption. This official pointed out that under a WSB interpretation, Hollywood guild workers are getting just about their pre-freeze wage schedules anyhow.

To Seek Exemption From Labor Controls

Hollywood, May 31.—The Hollywood AFL Film Council has voted to file petitions with the Wage Stabilization Board seeking the exemption of studio labor from wage controls on the ground that the industry's prices are exempt from limitation. The petitions are to be acted on at a June 5-6 meeting of a WSB panel. Nearly all AFL studio unions have contract negotiations coming up this year.

Radio Campaign Is Set for Para.'s 'Ace'

An extensive radio advertising campaign has been set for Paramount's "Ace in the Hole," in 104 key cities in 41 states and the District of Columbia, according to Jerry Pickman, Paramount's national director of advertising-publicity.

More than 1,500 spot announcements will be sent over 154 stations throughout the country, he said.

Lease Avon for TV

A long term lease for the Avon Theatre here for the pre-testing of television and radio programs has been concluded by Berk and Krumgold, theatre realty specialists, in association with Joseph O'Gara, Jr. The theatre will be reopened soon by the briefs can be submitted through June Schwerin Research Corp., it was announced.



S.R.O ON THE RIVIERA!



SMASH
Roxy opening for Danny Kaye's "ON THE RIVIERA"
"Best Musical since 1949!" —Time Magazine

FLASH!
Same mob scene at Radio City, Minneapolis as Loretta Young, the gorgeous sleepwalker wakes up Joseph Cotten in **"HALF ANGEL"!**



Ocean-Rolling U.S. Navy send-off for **"THE FROGMEN"** at Norfolk, Va. All yours in July!



Nationwide barrage for **"TAKE CARE OF MY LITTLE GIRL"** in McCalls, Look, "17", Coronet!

You Bet It's T.N.T WENTIETH CENTURY-FOX!

And the grosses are booming on "RAWHIDE" "WHOLESALE" . "HIGHEST MOUNTAIN" . "PARADISE"
LET'S GO!



There's No Business Like 20 CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 107 NEW YORK, U. S. A., MONDAY, JUNE 4, 1951 TEN CENTS

Decree Gives 20th-Fox Two Years for Divorce

TOA Surveys Equipment Requirements

Fabian Launches Inquiry As an Aid to Suppliers

In conjunction with preparations for its annual convention to be held here in the fall, the Theatre Owners of America has launched a survey of its member theatres to determine their needs in terms of maintenance, safety, merchandising, stage and drive-in equipment for the coming year.



Si H. Fabian

The survey, which is being conducted by Si H. Fabian, general convention chairman, in behalf of the TOA research committee, is for the purpose of giving equipment suppliers "the chance to estimate what the industry's needs will

(Continued on page 4)

MPAA Invited to Join in New York 'P.R.' Program

The executive board of the Motion Picture Association of America took under advisement at the weekend an invitation from the Joint Public Relations Committee of the Motion Picture Exhibitors of Greater New York to have the MPAA participate in its institutional advertising-publicity program and its plans for a motion picture exposition tentatively set for next spring.

The invitation was extended at a

(Continued on page 2)

Schwalberg Heads Palsy Drive Here

A. W. Schwalberg, president of Paramount Film Distributing Corp. will serve as chairman of the motion picture distributors committee of the 1951 Cerebral Palsy Society New York City-wide campaign, it was announced by Peter Grimm, chairman of the Commerce and Industry Division.

Warner Brothers Six-Month Profit Is $3,827,000

Warner Brothers reports a net profit of $3,827,000 for the six months ended last Feb. 24. This compares with a net profit of $5,897,000 for the corresponding period of the previous year.

Film rentals, theatre admissions, sales, etc., after eliminating inter-company transactions, for the six months ending Feb. 24, 1951, amounted to $57,143,000, against $64,800,000 for the corresponding period last year.

The net for the six months ended last February is equivalent to 56 cents per share on the 6,772,000 shares of common stock outstanding, while the profit for the corresponding period of

(Continued on page 2)

A. J. O'Keefe Joins Gamble Enterprises

Al J. O'Keefe, former assistant general sales manager of Universal, has joined Ted R. Gamble, head of Gamble Enterprises, in an executive capacity in connection with operation of the latter's expanding theatre interests in Southern California.

No Bar to Skourases Heading Picture, Theatre Firms; Set 100 Houses for Outright Divestiture, More Conditional

WASHINGTON, June 3.—A proposed consent decree calling for divorcement of 20th Century-Fox into new picture-producing and theatre-owning companies, along with substantial divestiture by the theatre firm, was revealed by the Justice Department over the week-end.

The decree will be presented to the New York statutory court for approval on Thursday at 4 P.M.

Highlights of the divorcement features require stockholder approval within 90 days and actual divorcement within two years of the New York court's approval.

Spyros Skouras, 20th Century-Fox president, could continue as president of the new film company and Charles Skouras, president of National Theatres, as head of the new theatre company, since nowhere does the decree ban such a choice.

A special provision declares that Fox and National theatres have assured the government that the partnership agreement splitting the earnings of Spyros, George and Charles Skouras has been ended, and states that "Charles and Spyros Skouras are hereby enjoined from entering into any similar agreement." George Skouras is president of Skouras Theatres Corp.

About 100 theatres and theatre sites would have to be divested outright in

(Continued on page 2)

'Miracle' Appeal Fights Censorship And Regents Board

ALBANY, N. Y., June 3.—The Court of Appeals on Friday heard arguments by Ephraim S. London, counsel for Joseph Burstyn, Inc., and Charles A. Brind, Jr., counsel for the State Board of Regents, on Burstyn's appeal from the appellate division decision that the Board had authority to revoke the license for "The Miracle" on the grounds it was "sacrilegious."

London challenged not only the right of the Regents to reverse the State Education Department's motion

(Continued on page 2)

20th-Fox Divestiture, As Proposed by Decree

WASHINGTON, *June 3.—Following are the town-by-town divestiture provisions of the proposed 20th Century-Fox decree. In all cases where conditional divestiture is noted, divestiture depends on one or more of several conditions: that there is no independent regularly playing first run, that there are too many National Theatres' houses playing first run, or that independent operators with suitable theatres for a particular run do not get a chance to bid for the films for that run. In the latter case, NT is usually given a choice of divestiture or taking a product limitation:*

ARIZONA: **Globe:** Alden or Globe. **Yuma:** Yuma or Lyric. (Purchaser to have choice if Yuma is designated under another decree provision. which says that within four months NT shall designate three cities from among Yuma, Santa Paul, Calif., Montrose or Walsenburg, Colo., Helena, Mont., and Alliance, Neb., where purchaser is to have choice of theatres.)

CALIFORNIA: **Anaheim:** Fox or Anaheim, within three months. **Bakersfield:** Condition of divestiture of Fox or California. Conditional divestiture or product limitation for Kern and Rex. **Bell:** Alcazar or Alpha. **Bell Gardens:** Towne. **Berkeley:** Conditional divestiture or product limitation for the U. C. **Beverly Hills:** Conditional divestiture or product limitation for the Wilshire. **Brawley:** Conditional divestiture or product limitation for the Brawley and the Circle. Conditional divestiture or one other theatre if the product limitation is taken on the Brawley and more than one National theatre in Brawley plays first run. **Burlingame:** Garden. Conditional divestiture of up to two additional theatres in either Burl-

(Continued on page 4)

Francis Harmon, Ill, Quits MPAA Post

The resignation of Francis S. Harmon, vice-president of the Motion Picture Association of America, because of ill health, was announced here Friday by Joyce O'Hara, MPAA vice-president, at a meeting of the board. In accepting his resignation, the board "unanimously expressed its appreciation and gratitude for the many valuable services rendered by Harmon not only to the Association but to the motion picture industry as a whole," said an MPAA statement.

Harmon joined the association in 1937 as an executive assistant.

Personal Mention

LOU J. KAUFMAN, Warner Theatres department executive, is in Cleveland from New York, returning here the latter part of the week.

•

JERRY PICKMAN, Paramount's director of advertising-publicity, left here over the weekend for the Coast studio. He is due to return here late in the week.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, has cancelled his projected trip to the field which was to have started today.

•

WILLIAM ZIMMERMAN, RKO Pictures attorney, and MRS. ZIMMERMAN are due to return here today from a five-week trip to Europe.

•

ADOLPH SCHIMEL, Universal vice-president and general counsel, has returned here from Europe.

•

ARTHUR HORNBLOW, JR., M-G-M producer, plans to return to the Coast tomorrow with his wife.

•

G. L. CARRINGTON, president of the Altec Corp., has arrived here from the Coast.

•

DOROTHY BLANCHARD of M-G-M's studio publicity department is due to arrive here from the Coast on July 9.

MPAA Board Meet

(*Continued from page* 1)

meeting of the MPAA board on Friday by New York theatremen Fred J. Schwartz, S. H. Fabian, Harry Brandt, Max A. Cohen and Sol Schwartz. Present at the MPAA board meeting, which was interrupted to receive the exhibitors for a brief period, were: Barney Balaban, J. Robert Rubin, Nicholas Schenck, Joseph Vogel, Earle Hammons, William Clark, Ned E. Depinet, Austin Keough, Spyros P. Skouras, Leon Goldberg, John O'Connor, Norton Ritchey, Abe Schneider, Sam Schneider, Theodore Black, Fred DuVal, Sidney Schreiber and Theodore Smith. Joyce O'Hara presided, and Eric A. Johnston "sat in."

The meeting also received Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, for a report on the state of COMPO and an outline of plans for the two-month COMPO box-office drive tentatively scheduled for September and October.

WB Profit

(*Continued from page* 1)

the previous year was equivalent to 80 cents per share on the 7,295,000 shares then outstanding.

The latest six-month financial report shows that $4,200,000 was provided for Federal taxes and $400,000 for contingent liabilities. Provision for taxes was $3,800,000 and for contingent liabilities was $500,000 for the six months ended Feb. 25, 1950.

20th-Fox Decree

(*Continued from page* 1)

three months to two years. In another 50 localities, divestiture of theatres would be conditioned on whether independent competition was available over the next five years. In still another 100 or more localities, the theatre company would either have to divest a theatre or take a limitation of 60 per cent of the product of the eight majors for the particular run if an independent with a theatre suitable for that run could not get films. Finally, in about 15 situations, divestiture of theatres is conditioned on whether Fox operates more than a particular number of theatres in a specific run.

The trade practice provisions of the decree are virtually identical with those in the Paramount, Warner and RKO decrees with one major exception: a new "moveover" provision. Under this provision, whenever an independent complains that he is adversely affected by a moveover policy in a theatre in which the new theatre company has an interest, and whenever the Justice Department decides and notifies the theatre company that this moveover policy unduly restrains competition, the company must end the policy within 30 days or go to court against the Justice Department's ruling. If the court upholds Justice, the theatre company must end the policy within 30 days of the court ruling.

Following Divorcement

After divorcement, the new film company would be barred from engaging in exhibition without court approval, while the new theatre company would similarly be barred from engaging in production.

The theatre firm's by-laws must specify that no person affiliated with any other circuit can become an officer or director without Justice Department approval, and that in no event can an officer or director affiliated with another circuit involved in the anti-trust suit become an officer and director. The new production company's by-laws would similarly bar any person who is a director, officer, agent, employe or substantial stockholder of another distribution company from becoming an officer or director.

The decree specifically preserves Fox's right to license and distribute films to its own theatres for the first 12 months from the date of the judgment or until the reorganization is completed, whichever is earlier.

The trade practice provisions enjoin Fox and its officials and subsidiaries and successors from minimum price-fixing, maintaining a system of clearances by agreement with exhibitors or distributors, granting any clearance between theatres not in substantial competition, granting or enforcing unreasonable clearance in such cases, carrying out any franchise, master agreement or formula deals, block booking, or licensing any film other than "theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres or others."

Fox and National, their officers, subsidiaries and successors, are also enjoined from most pooling and profit-sharing leases and agreements, owning theatres jointly with other Paramount case defendants, acquiring any interest in any theatre with an actual or potential independent, and operating, booking or buying features for any of its theatres through any agent known to be also acting for any other exhibitor.

New theatre acquisitions would be barred with certain exceptions. Until divorcement and divestiture are carried out, theatres could be acquired to replace theatres destroyed or converted to non-theatrical purposes; leases could be renewed or enlarged; and theatres could be acquired with court approval to replace theatres where leases cannot be renewed. After divorcement and divestiture, theatres can be acquired only under the first two conditions, except with court approval.

Most of the theatres to be divested are to be sold within two years, but in some special cases time limits of three or six months are stipulated.

With respect to up to any 12 of the theatres to be divested, the decree provides that if National cannot sell on reasonable terms, it may, with court approval, lease or sublease the theatres to a company which is not a Paramount case defendant or affiliated with one. No such lease could have any profit-sharing feature, and National would be required to sell its interest as soon as it can on reasonable terms.

Separate Letter

In a separate letter, according to Justice officials, the Justice Department promises National it will not oppose any request the company may make to the court within the next three months for permission to buy one more theatre in Denver and another in San Francisco. The reason, the Justice officials said, is that Fox is losing a theatre in Denver next March and has recently lost four theatres in San Francisco.

The decree also has a special provision for theatres which National subleases and must divest, and where the landlord refuses to release National. In these cases, National can sublease under certain restrictive conditions.

The decree has the usual provisions for Government inspection of records and interviewing of personnel.

Announcement of the consent decree, climaxing many months of negotiations between Fox attorneys and the Justice Department, leaves only Loew's still in the Government's 12-year-old anti-trust case. And Loew's is now actively negotiating a proposed consent decree with the Government, too.

Follows Pattern

Most of the divorcement provisions of the decree are aimed at making sure the new film company and the new theatre company are independently owned and managed, and generally follow the earlier decrees. The decree provides that the two new companies resulting from the reorganization shall have no common directors, officers or employes, and that "each corporation shall be enjoined from attempting to control or influence the business or operating policies of the other by any means whatsoever."

Within three months from the time Fox disposes of its interests in National Theatres, any employe owning more than one-half of one per cent of the common stock and any officer, director or agent of one company must either sell or trustee his stock in the other company. The trustee would have all voting rights for the stock, and if the owner hasn't sold the stock within one year of the time it is trusteed, the trustee shall sell the stock within six months more "on the best terms procurable by him." The owner of the trusteed stock would continue to get the dividends.

The decree provides that with a special exception for Spyros Skouras and for owners of trusteed stock, no officer, director, agent or employe of either the picture company or theatre company "shall have any interest in the business or any participating directly or indirectly" in the other company. The exception for Skouras says that for a period of one year he may continue to hold the shares of stock now owned or controlled by him in Metropolitan Playhouses, Inc. and Skouras Theatres Corp., provided that by the end of the year the shares have been transferred to a court-approved trustee "to the end that Mr. Skouras shall have no vote or participation in the management of either of such corporations." Either Skouras or the trustee must sell the shares "as soon as practicable and without financial sacrifice to Mr. Skouras," but in no event later than three years from the date of judgment.

Directors of both 20th Century-Fox and National Theatres met last week to consider the final terms of the proposed consent decree. A spokesman said tentative approval was voted by both boards, contingent upon any last minute changes which might be made before the decree is entered in New York Statutory Court here on Thursday.

20th Must Sell, Lease Roxy: Decree

Washington, June 3.—A special provision in the proposed 20th-Fox consent decree says that within two years Fox must sell the Roxy Theatre in New York or lease the theatre without any profit-sharing or control provisions. However, National Theatres could be the lessee. The decree provides that Fox "shall entertain a reasonable offer at any time" for sale or lease of the Roxy.

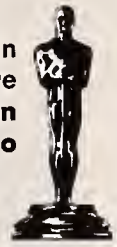
'Miracle' Appeal

(*Continued from page* 1)

picture division approval of films—the first time this had been done since the division was established in 1927—but also the constitutionality of a "sacrilegious" ban and constitutionality of motion picture censorship.

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For the first time in film history, **a picture is launched with an "Oscar" prior to general release!**



More than $1,000,000 worth of advance public penetration achieved in not one but *FIVE* pre-selling campaigns in advertising, publicity and promotion!

BECAUSE

Immediately following the special selected roadshow exhibition playdates, "CYRANO" is now ready for general release and **FOR THE FIRST TIME AT POPULAR PRICES!**

He was three musketeers in one —and one lover in a million!

The screen's greatest swordsman, romantic, poet and leader!



STANLEY KRAMER'S production

Cyrano de bergerac

JOSÉ FERRER co-starring MALA POWERS with William Prince • Morris Carnovsky • Ralph Clanton • Produced by Stanley Kramer Directed by Michael Gordon • Screenplay by Carl Foreman Associate Producer George Glass • Music by Dimitri Tiomkin

Cyrano de Bergerac

BECAUSE... IT'S RELEASED THRU UA

20th-Fox Divestiture, As Proposed by Decree

(Continued from page 1)

ingame or San Mateo. **Calexico:** Conditional divestiture or product limitation for the Capitol. **Compton:** Conditional divestiture or product limitation for the Tower. **Culver City:** Conditional divestiture or product limitation for the Culver.

El Centro: Conditional divestiture of the United Artists. **Ford City:** See provisions relating to Taft-Ford City. **Fresno:** Wilson or Crest or Kinema or Tower, within three months. If the Tower is sold, NT shall also divest under certain conditions either the Wilson or Crest or Kinema. **Glendale:** Conditional divestiture of Alex or Glendale. Conditional divestiture or product limitation of one theatre in Glendale. **Hanford:** Fox or Ritz. Conditional divestiture or product limitation on one other theatre. **Hermosa Beach:** See Redondo. **Huntington Park:** Conditional divestiture or product limitation of the California and Lyric. **Inglewood:** Conditional divestiture of Academy or Fifth Avenue or Fox. Conditional divestiture or product limitation on one theatre.

Lindsay: Conditional divestiture or product limitation for the Lindsay. **Lodi:** Conditional divestiture or product limitation for the Lodi or State. **Long Beach:** Conditional divestiture or product limitation on the Egyptian.

In Los Angeles

Los Angeles: Wilshire area: Wilshire or Uptown or Carthay Circle or Belmont. Conditional divestiture or product limitation on additional theatre. Westchester district: Conditional divestiture or product limitation of the Loyola. Los Angeles zones: Conditional divestiture or product limitation of the Florence, Gentry and Embassy. Divestiture of the Ravenna or Parisian or Melrose. Conditional divestiture or product limitation on the Fairfax and La Brea. Conditional divestiture of a first neighborhood run theatre in the Fairfax area. Conditional divestiture or product limitation for the Westlake. Conditional divestiture of the Filmarte or Hollywood. Conditional divestiture or product limitation for the Figueroa.

Divestiture of the Arroyo or Starland. Conditional divestiture or product limitation for the Mesa and Highland. Conditional divestiture for the Stadium or Lido, or under another provision, conditional divestiture or product limitation for one of these theatres. Conditional divestiture or product limitation for the Larchmont and Boulevard. Divestiture of the Rivoli or Western. Conditional divestiture or product limitation on two additional theatres in the Rivoli-Western area. Conditional divestiture of the Carmel, or under another provision, either conditional divestiture or product limitation on the Carmel.

Manhattan Beach: See Rodendo. **Millbrae:** See Burlingame. **North Hollywood:** Conditional divestiture or product limitation on the Studio and El Portal. Divestiture of property located at Lankershim Blvd. and Kittridge.

Others in California

Oakland: Central and one of Fox, Paramount, Orpheum, Grand Lake or Franklin. If Franklin is divested, conditional divestiture of one other theatre and/or conditional divestiture or product limitation on one other theatre. Conditional divestiture or product limitation on Grand Lake, if Franklin is divested. Oakland zones: Conditional divestiture or product limitation on the Senator, Parkway and Palace.

Ocean Park: Dome or Rosemary. **Ontario:** Conditional divestiture or product limitation on the Granada. **Pasadena:** One of Academy, Pasadena, Uptown or State, and one of Park, Strand or Washington. Conditional divestiture or product limitation on Uptown and two additional theatres. **Paso Robles:** T & D or Hiho. **Pomona:** Conditional divestiture of Fox or Sunkist. **Redland:** Loma. Conditional divestiture or product limitation on additional theatre.

Redondo: Fox Redondo or Strand. Conditional divestiture of an additional theatre in Redondo or of the Hermosa in Hermosa Beach or the Lamar in Manhattan Beach. **Richmond:** Liberty and the San Pablo Avenue lot. Conditional divestiture or product limitation on additional theatre. **Sacramento:** Conditional divestiture of Senator or Crest or Capitol.

Salinas: Conditional divestiture of Fox or Alisal, and conditional divestiture or product limitation on an additional theatre. **San Bernardino:** Fox or California or West Coast. **San Diego:** Conditional divestiture of the Fox or Orpheum or California.

San Diego Zones: Conditional divestiture or product limitation of the Adams, Loma, Balboa and State. Divestiture of the North Park or Crest or Egyptian. **San Luis Obispo:** Conditional divestiture of Fremont or Elmo. **San Mateo:** Regent. See also provisions on Burlingame. **San Pedro:** Conditional divestiture or product limitation on the Strand. **Santa Monica:** Conditional divestiture of Criterion or Wilshire and/or one other theatre. **Santa Paula:** Fox or Tower (Purchaser to have choice under conditions outlined under Yuma.) **Sherman Oaks:** Conditional divestiture of property located at Langdon and Ventura Boulevard. Conditional divestiture or product limitation on the La Reina.

Stockton: Conditional divestiture of the California or State, or under other conditions, divestiture or product limitation on California or State. Conditional divestiture of a theatre if National replaces the burned-down Rialto. **Studio City:** See North Hollywood. **Taft-Ford City:** Property at Main and Sixth Streets. Conditional divestiture or product limitation on the Fox. **Turlock:** Turlock or Fox. **Vallejo:** Valmar. Conditional divestiture or product limitation of Hanlon or Senator.

Van Nuys: Conditional divestiture of Van Nuys or Rivoli. **Visalia:** Conditional divestiture or product limitation of the Fox. **Watsonville:** Conditional divestiture of California or State. **Westwood:** Conditional divestiture of one theatre and/or conditional divestiture or product limitation on the Village or Bruin.

West Los Angeles: Nuart or Tivoli. **Wilmington:** Avalon or Granada. Property located at Pacific Coast Highway and Broad Avenue.

Colorado and Idaho

COLORADO: **Boulder:** Buffalo. Conditional divestiture of the Boulder or Isis. **Canon City.** Rex and Skyline. **Delta:** Conditional divestiture or product limitation for the Egyptian.

Denver: Downtown: Two of the Denver, Paramount, Tabor, Rialto and Isis. Conditional divestiture or product limitation on one additional. Adjacent Areas: Esquire or Webber or Aladdin. Conditional divestiture or product limitation on the Esquire, Webber and Aladdin. Conditional divestiture of the Welton. **Denver Competitive Areas:** Conditional divestiture or product limitation on the Ogden, Bluebird, Fox (in Aurora) and Mayan.

Durango: Kiva or Durango, with conditional divestiture of additional theatre. **Florence:** Rialto. **Fort Collins:** Conditional divestiture of American or Lyric. **La Junta:** Fox or Mesa. Conditional divestiture or product liimtation on La Junta. **Leadville:** Elks Opera House.

Longmont: Fox or Longmont. **Montrose:** Fox or Rex. (Purchaser to have choice if Montrose designated under conditions outlined under Yuma.) **Sterling:** Fox or American. **Trinidad:** Conditional divestiture of Fox or Rialto. **Walsenburg:** Fox or Rialto. (Purchaser to have choice under conditions outlined under Yuma.)

IDAHO: **Caldwell:** Conditional divestiture of American and/or Fox. **Nampa:** Conditional divestiture or product limitation on Majestic or Adelaide. **Pocatello:** Conditional divestiture of Capitol and/or Chief or Orpheum.

Ill., Ia., Kansas

ILLINOIS: **Belleville:** Conditional divestiture or product limitation on the Lincoln or Illinois. **Benton:** Capitol or Star. **Centralia:** Illinois or Grand. **Du Quoin:** Conditional divestiture or product limitation on the Grand. **Jacksonville:** Illinois or Times.

Marion: Plaza. Conditional divestiture or product limitation on the Orpheum. **Mount Vernon:** Granada or Plaza. **West Frankfort:** Strand or State.

IOWA: **Council Bluffs:** Conditional divestiture of Strand.

KANSAS: **Arkansas City:** Conditional divestiture of Burford or Star. **Atchison:** Fox or Orpheum. **Chanute:** Jayhawk. Conditional divestiture or product limitation on the Peoples. **Clay Center:** Conditional divestiture or product limitation on the Rex.

Coffeyville: Midland or Tackett. **Concordia:** Conditional divestiture or product limitation on the Grand. **Dodge City:** Dodge and/or Crown. Conditional divestiture of the Cozy. **El Dorado:** Conditional divestiture or product limitation on the El Dorado. **Emporia:** Granada or Strand. **Fort Scott:** Empress or Liberty.

Hays: Fox or Strand. If Strand is converted to non-theatrical purposes, Fox may under certain conditions be retained. **Hutchinson:** Fox or Midland. **Iola:** Conditional divestiture of Iola or Uptown. **Johnson County:** See Kansas City, Mo. **Liberal:** Conditional divestiture of Tucker or Plaza. **Lyons:** Conditional divestiture or product limitation on the Lyons.

Marysville: Conditional divestiture or product limitation on the Liberty. **Newton:** Conditional divestiture of the Regent or Chief. **Ottawa:** Plaza or Webster. If the Webster is sold, the Plaza under certain conditions must either be sold also or subjected to a product limitation. **Pittsburg:** Colonial or Midland or Cozy. **Salina:** Watson or Strand or Jayhawk. If the Jayhawk is sold, one other theatre may have to be sold under certain conditions.

Topeka: Conditional divestiture of Jayhawk or Grand or Orpheum. Conditional divestiture or product limitation on the Gem. **Wellington:** Conditional divestiture or product limitation on the Regent. **Wichita:** Miller or Palace or Orpheum or Wichita. Conditional divestiture of up to two more of these theatres and of the Boulevard.

Other States

MICHIGAN: **Hancock:** Kerredge or Orpheum. **Iron Mountain:** Braumart or Colonial.

MISSOURI: **Boonville:** Conditional divestiture or product limitation on the Lyric. **Brookfield:** Conditional divestiture or product limitation on the Degraw. **Cape Girardeau:** Conditional divestiture or product limitation of the Broadway or Orpheum. **Carthage:** Tiger or Crane.

Excelsior Springs: Beyer or Siloam. If the Siloam is sold, the Beyer under certain conditions shall be sold or subjected to a product limitation. **Joplin:** Either the Fox or Paramount; or the Orpheum, and also the Fox or Paramount under certain conditions. **Kansas City:** Conditional divestiture or product limitation on the Fairway. Conditional divestiture of the Plaza, or under other conditions, divestiture or product limitation.

Kansas City Zones: Conditional divestiture or product limitation on the Linwood. Divestiture of Warwick or Madrid, with conditional divestiture or product limitation on the one retained. Divestiture of Isis or Apollo or Rockhill with conditional divestiture of one additional theatre in this area, conditional divestiture or product limitation on another, and conditional divestiture or product limitation on the Rockhill if initially retained. Divestiture of the Circus. Conditional divestiture of the Vista or Gladstone. Divestiture of Brookside or Waldo. Conditional divestiture or product limitation on the Lincoln. Or in lieu of all these provisions, divestiture of the Isis or Apollo; Rockhill or Vista; Brookside or Waldo; Warwick or Madrid; and Circus.

Kirksville: Conditional divestiture of the Kennedy or Princess. **Lexington:** Main Street or Eagle. **Moberly:** Conditional divestiture of the Fourth Street or Grand.

NEVADA: Conditional divestiture of Nemo or Star. **Sedalia:** Conditional divestiture of Fox or Liberty. **Springfield:** Fox or Gillioz or Jewell. Conditional divestiture or product limitation for the Landers and Kickapoo.

MONTANA: **Billings:** Fox or Babcock and Lyric or Rio. **Butte:** Montana or Rialto or Fox. **Great Falls:** Grand. Conditional divestiture of Liberty or Rainbow. **Helena:** Marlow or Antlers or Vigilante. (Purchaser to have choice under conditions contained under Yuma.) If the Antlers or Vigilante is sold, the Marlow under certain conditions must be sold or subjected to a product limitation. **Lewistown:** Conditional divestiture of Judith or Broadway. **Missoula:** Fox or Wilma.

NEBRASKA: **Alliance:** Alliance or Rialto. (Purchaser to have choice under conditions outlined under Yuma.) **Beatrice:** Conditional divestiture or product limitation on the Fox. **McCook:** Fox or Bison.

North Platte: Paramount or Fox. This may be converted to non-theatrical purposes, in which case the retained theatre must under certain conditions be sold or subjected to a product limitation. **Sidney:** National may acquire an additional 1,000-seat theatre. In that event, the Fox must be converted to non-theatrical purposes or sold. Moreover, the additional theatre must be sold or subjected to a product limitation unless certain competitive conditions are met.

NEW MEXICO: **Hot Springs:** El Cortez and El Rio. **Las Curces:** Conditional divestiture of Rio Grande or State. **Las Vegas:** Serf or Coronado.

OREGON: **Portland:** Conditional divestiture of Paramount or Orpheum and Mayfair.

WASHINGTON: **Bellingham:** Conditional divestiture of Mt. Baker or American. **Bremerton:** Two of the Admiral, Rex, Rialto and Bay. **Everett:** Conditional divestiture of the Everett or Granada. Conditional divestiture or product limitation for the Balboa. **Spokane:** Conditional divestiture of the Fox or Orpheum or State. **Vancouver:** Conditional divestiture of Castle or Kiggins. **Wenatchee:** Conditional divestiture of Liberty or Rialto.

WISCONSIN: **Beaver Dam:** Odeon or Wisconsin. **Janesville:** Jeffris or Myers and Apollo. **Madison:** The existing interest of National in the Orpheum, Parkway, Madison and Strand shall be terminated within six months. National may acquire the outstanding interest in one or more of these, but if it does, it must divest itself of the Orpheum or Parkway or Strand. In no event may it retain an interest in more than two of the Orpheum, Parkway and Strand.

Milwaukee: Conditional divestiture of the Wisconsin or Palace or Strand. Milwaukee Zones: Two of the Shorewood, Oakland, Jackson, East and Astor. Conditional divestiture or product limitation on the Garfield. Divestiture of the Uptown, Venetian or Parkway. If the Parkway is sold, the National must either sell or take a product limitation on the Uptown or Venetian if certain conditions are not met. Conditional divestiture or product limitation for the Varsity, Paradise and Allis. Divestiture of the Lincoln. Divestiture of the Riviera or World, conditional divestiture of the Kosciuszko.

Port Washington: Ozaukee or Grand. **Stevens Point:** Fox or Lyric.

WYOMING: **Cheyenne:** Lincoln or Paramount or Princess; and Strand. **Laramie:** Fox or Wyo. **Rawlins:** Strand or Elk. **Rock Springs:** Conditional divestiture of Rialto or Grand. **Sheridan:** Orpheum or Wyo.

National represents that it has already disposed of the De Anza Theatre, Riverside, Calif.; Obispo Theatre, San Luis Obispo, Calif.; Broadway Theatre, Santa Ana, Calif., and Valley Theatre, Menasha, Wisc.

Morison Hails Decree As Gov't Victory

Washington, June 3.—H. Graham Morison, assistant Attorney General in charge of the anti-trust Division, hailed the proposed 20th Century-Fox consent decree as the "fourth major step" in the Justice Department's drive to break up the power of the original "Big Five" film companies.

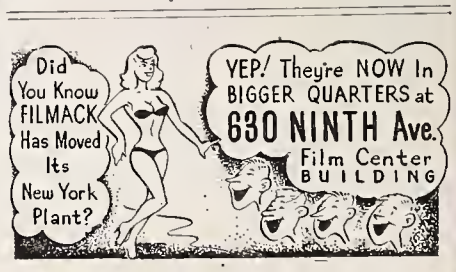
He referred to the fact that consent decrees had already been signed by Paramount, Warner Brothers and RKO. With the Fox decree out of the way, only Loew's of the "Big Five" has not yet agreed to a divorcement and divestiture proposal, and it is actively negotiating now with the government.

TOA Survey

(Continued from page 1)

be so that they can plan accordingly."

Fabian mailed questionnaires to TOA members at the weekend. The forms, which are not to be signed since the information provided by the individual exhibitor is to be treated as "confidential," call for statistical itemization of needs with respect to curtains, carpet cleaners, ladders, doors, popcorn machines, automatic changemakers, soda fountains, vending devices, beverages, and scores of other items including projection and sound equipment.



TODAY'S NEWS TODAY

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Republic TV Deal Launches New AFM Fund

Petrillo Cites Benefits Under Video-Film Pact

The American Federation of Musicians "is on the way to a second trust fund for musicians" in consequence of the contract which the union concluded two weeks ago with Republic Pictures covering instrumentalists who supply music for soundtracks of films for television, James C. Petrillo, AFM president, informed the initial session of the 54th annual AFM convention which opened yesterday at the Commodore Hotel here.

The new fund, like the one already in operation, will be for the purpose of providing unemployed musicians with work on public service projects. These projects include anti-juvenile delinquency musical classes and civic music programs.

Republic officials denied recently that a contract had been made with

(*Continued on page 8*)

Allied of Illinois Commends 20th for Aiding 'Distressed'

CHICAGO, June 4.—Illinois Allied has commended 20th Century-Fox for openly stating it would aid exhibitors whose operations are in economic trouble and face closing.

In a letter to Al Lichtman, sales vice-president of 20th Century, Jack Kirsch, Allied of Illinois president, today congratulated him and his company for publicly stating that 20th Century-Fox would give sympathetic

(*Continued on page 6*)

UPT-ABC Officers Set Meet with FCC

WASHINGTON, June 4.—Top officials of United Paramount Theatres and American Broadcasting Co. will hold an "informal conference" on their proposed merger with Federal Communications Commission personnel late this week, it was reported here today. Sitting in on the talks will be UPT president Leonard Goldenson, UPT secretary-treasurer Robert O'Brien and ABC president Robert Kintner.

The merger will not be put formally

(*Continued on page 8*)

Six Labor Groups Before WSB on Wage Controls

WASHINGTON, June 4.—Spokesmen for six labor groups in the film, radio and television fields have been listed to testify at Wage Stabilization Board hearings tomorrow and Wednesday, and others may be added later.

The hearings, before a special six-man panel, will go into the question of whether labor in these industries and other industries exempt from price control should be exempt from Federal wage controls, and if not, what wage policies should be followed. It is expected that the labor spokesmen will argue for either exempting their workers from wage controls or at least making wage controls considerably more flexible.

Significantly, no spokesmen from employer groups have yet asked to be heard. Indications are that the employer spokesmen fear that a wage control exemption for too many workers might lead to a Congressional drive for bringing these industries under price controls, and do not want

(*Continued on page 8*)

Skouras, US Confer; See No Decree Delay

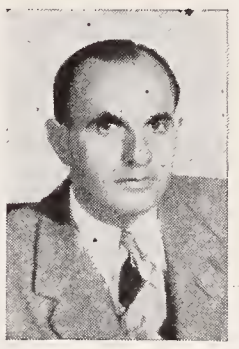
WASHINGTON, June 4. — National Theatres president Charles Skouras and attorneys for NT and 20th Century-Fox conferred today with Justice Department lawyers, but both sides refused to discuss details.

A Justice Department spokesman did say, however, that he did not expect any changes in the proposed 20th-

(*Continued on page 6*)

Ginsberg Joins NBC In Consultant Post

The appointment of Henry Ginsberg, formerly Paramount studio vice-president, as a general consultant to National Broadcasting's network was announced here yesterday by Joseph H. McConnell, NBC president.



Henry Ginsberg

Ginsberg's appointment is on a non-exclusive basis and the NBC announcement said that he would continue to be active in the motion pic-

(*Continued on page 6*)

Set Formula Today For Compo Seminar

Representatives of Allied States Association, Theatre Owners of America, the Metropolitan Motion Picture Theatres Association and the New York Independent Theatre Owners Association will meet this morning at Council of Motion Picture Organizations headquarters here to make plans for the COMPO seminar on produc-

(*Continued on page 8*)

U-I Reports the Biggest Week in Company's History

Universal-International's Al Daff worldwide sales drive wound up with the biggest week ever recorded in the history of the company, including the so-called "boom" years.

U-I said its foreign drive has proven an exact counterpart of the last domestic drive, its last seven days proportionally matching the all-time record breaking week of domestic sales in the United States at the end of April.

Thirty-two countries participated in the drive and of these, the following 10 broke an all-time billings records: France, Germany, Norway, Chile, Cuba, Peru, Trinidad, Hong Kong (China), New Zealand and Australia.

Salary Cuts Are Not Needed Now-Schenck

HOLLYWOOD, June 4.—M-G-M producers, directors and department heads attending a special meeting with studio heads were told that company president, Nicholas Schenck believes that salary reductions are not necessary "at this time" if all economy measures compatible with the maintenance of quality are rigorously applied. Louis B. Mayer, Ed Mannix, Louis K. Sidney and J. J. Cohen addressed the meeting, presided over by Dore Schary, to detail ways and means by which costs can be held at a minimum without damage to product.

SupremeCourt Again Rejects Park-In Case

Seen Ending Drive-in Ramp Royalty Claims

WASHINGTON, June 4. — The U. S. Supreme Court today refused to hear an appeal by Park-In Theatre, Inc., attempting to collect royalties under its Hollingshead drive-in patent from Paramount-Richards Theatres, Inc., of New Orleans.

Industry attorneys yesterday regarded the high court's action in again refusing to review the Park-In patent claims as ending whatever possibility might still have existed of drive-in operators being held liable for royalty payments under the Hollingshead patent where such a type of parking ramp has been used.

There was no court opinion, just a line in a long list of orders noting

(*Continued on page 6*)

NEWS FLASHES

Washington, June 4--All applications by theatre owners for exception or exemption from the National Production Authority construction control order will be processed only in Washington, the NPA announced today. The applications may be filed in NPA field offices, but they will be forwarded to Washington for action.

•

June 20 has been set for the start of a strike against RKO Theatres in Greater New York by IATSE Theatre Cashiers Local No. B-52, Charlotte Campbell, president of the local, said yesterday. The action has been taken, she added because the company has rejected pay increase demands, boosting the minimum to $31 weekly.

B'way First-Run Grosses Spotty; $42,000 to 'Fabiola'

Business at Broadway first-run box-offices continues to be spotty, with grosses at some houses in the excellent catgory but with others markedly sluggish. A holiday last Wednesday compensated for a rather slow Sunday, a warm day that drew crowds to the beaches.

With the Strand closed, the Rivoli shuttering today, and with the Mayfair and Loew's State playing reissues, the summer lull seems to be starting.

Nevertheless, "Fabiola" is giving the Victoria one of its best first weeks in months, with $42,000 estimated for the opening period. The figure includes $3,500 taken in at the preview evening showing.

"The Great Caruso" is showing stamina at Radio City Music Hall, with $135,000 expected for a fourth week—the first time the week's gross has dipped below $150,000 since the film opened. Also attracting a good gross is "On the Riviera" at the Roxy, where $75,000 is reported due for the second week. Mimi Benzell heads the Roxy's stage show.

"Cargo" Holds Up

"Sealed Cargo" is holding up in its second week at the Paramount, where a satisfactory $45,000 is in prospect for a second and final week. "The Hollywood Story" will open there tomorrow. Doing only fair is "Go for Broke" at the Capitol, with about $40,000 estimated for a second week. Les Brown's band is on stage. Another newcomer is "Goodbye, My Fancy" at the Holiday, where a healthy $15,000 is reported for the first week. "Valentino" is beginning to lag a bit at the Astor, with $18,000 estimated for its seventh week.

"Smugglers Island" is finishing a two-week run at the Rivoli today with $9,000 for the final stanza. The house is closing for an indefinite period. The globe expects a moderate $7,000 for the second and final week of "Inside the Walls of Folsom Prison"; "M" opens there on Saturday.

"Kon-Tiki," which has been having an excellent run at the Sutton, slipped a little in its ninth week but a good holiday gross is bringing the figure to just a little under $10,000. Another off-Broadway house, the Trans Lux 52nd Street, reports that "Teresa" is tapering off to a little under $5,000 for its ninth week, but the film will hold.

The city's sole roadshow film, "Tales of Hoffman," is also down from its usual near-capacity gross, with $12,500 estimated for a ninth week.

"The Thing" left the Criterion last night after a successful five-week run, with the final eight days dropping down to a $10,500 gross. "The Redhead and the Cowboy" will open there today.

UA Acquires Another

"Chicago Calling," an Arrowhead Productions film starring Dan Duryea, Mary Anderson and Gordon Gebert, has been acquired for UA release.

Personal Mention

SAM KATZ of Stanley Kramer Productions is due to arrive here from the Coast this week following a stopover in Chicago en route.

•

CECIL B. DEMILLE has been chosen by Sigma Tau Sigma, national social science honorary society, as recipient of its annual award to an American whose work and influence have shown an outstanding beneficient social significance.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, left here last night for Cincinnati and Indianapolis and is scheduled to return here by the end of the week.

•

ROBERT BENJAMIN, president of the American J. Arthur Rank Organization and United Artists trustee, will leave here by plane for England with MRS. BENJAMIN on Friday.

•

E. Z. WALTERS, comptroller of Altec Service Corp., is in New York from the Coast.

•

BOB WILE, Universal Pictures exploiteer, has left here for Detroit.

•

JULES LEVEY, producer, has left here for Cincinnati.

GEORGE F. DEMBOW, vice-president in charge of National Screen sales, is back from a European trip.

•

RUTH STONE, secretary to WILLIAM C. MACMILLEN, JR., Pathe Industries president, is recuperating at the Hospital for Special Surgery here from an emergency appendectomy performed last week.

•

WILLIAM K. JENKINS, president of the Georgia Theatre Co., has received a commission as an admiral in the Georgia Navy issued by GOV. HERMAN E. TALMADGE.

•

HERMAN G. WEINBERG has been appointed American correspondent of *Les Cahiers du Cinema*, a new French monthly publication on motion pictures.

•

MAURICE WOLF, of M-G-M's exhibitor relations division, is scheduled to speak today before the Rotary Club in the Bronx.

•

HAL MARSHALL has resigned as special field representative in Washington for Paramount Pictures.

•

ALFRED HITCHCOCK, producer-director, is here from Hollywood.

26 Lippert Films to CBS for Television

HOLLYWOOD, June 4.—Robert L. Lippert has completed leasing deals whereby CBS-TV in New York and KTLA here obtain 26 Lippert films, theatrically released in the 1946-1949 period, with the right to televise each eight times in their own areas during the next two years.

The same films have been leased, on the same basis, to WGN-TV, Chicago. Prices reportedly paid to Lippert for three areas are $70,000, $69,000 and $67,500, respectively. Transactions entail Lippert's compliance with the James Petrillo formula requiring rescoring and a payment of five per cent of the gross receipts into the AFM fund.

4 File Percentage Actions in Dayton

DAYTON, O., June 4.—Universal, Loew's, Warner, and 20th Century-Fox each filed a separate percentage suit in Federal Court here. Samuel Levin, Allen Levin and Louis Levin as well as several theatre-operating subsidiaries were named defendants.

The theatres involved in each suit are the Sherwood Drive-in in Dayton and the Stardust Drive-in and Ski-Hi Drive-in in Springfield, O.

Recovery is sought in each suit for damages resulting from alleged underreporting of receipts on percentage pictures.

Paxton and Seasongood of Cincinnati are attorneys for each plaintiff with Sargoy and Stein of counsel.

Cooperative Ads Up at 20th Meet

National and cooperative advertising campaigns for theatres will be a major point on the agenda of the 20th Century-Fox sales convention to be held in Los Angeles June 12-15.

Following the presentation of advertising plans by vice-president Charles Einfeld and his department heads, study will be made of the national advertising picture in conference with the assembled division managers and branch heads.

Special territorial requirements in regard to media, space and type of advertising will be detailed so that campaigns may be designed to appeal on a considerably widened basis.

There will be discussions also of the use of television as an advertising media in those areas with recent installations of TV stations.

Campaigns scheduled to be presented at the meeting include those for "David and Bathsheba," "Decision Before Dawn," "Take Care of My Little Girl," "The Frogmen," "Mr. Belvedere Rings the Bell" and "Meet Me After the Show."

Set 'David' Plans At 20th-Fox Meet

Decisions affecting the special handling of Darryl F. Zanuck's "David and Bathsheba," as well as the release of "Decision Before Dawn," produced by Anatole Litvak and Frank McCarthy in Germany, will be key points on the roster of topics to be discussed at the 20th Century-Fox sales convention in Los Angeles next week. Zanuck will show both pictures to the delegates during the four-day conference being held June 12-15.

Newsreel Parade

FOR THE FIRST TIME in a long time, not a single newsreel continuity starts off with the Korean situation as the subject of picturization. American troops landing in Germany, the North Pole flight and a wide assortment of other subjects are treated in current reels. Contents follow:

MOVIETONE NEWS, No. 45 — World faces crisis over Iran's oil. U. S. planes blast reds in Korea. Korea jet ace returns home. U. S. troops land in Germany. Flier crosses North Pole. Annapolis hails color girl. Women's golf tournament ends in tie. Over 500,000 see English derby. Indianapolis auto race.

NEWS OF THE DAY, No. 279—North Pole flight. Korea Reds get terrific blasting. First jet ace home. New zoo baby. Magicians' convention. Women golf champs. Indianapolis auto classic.

PARAMOUNT NEWS, No. 82—Speedway mark smashed. Fourth division troops land in Europe. Single engine plane completes polar flight. Flowers go to milady's head. Navy news items. Great day for the Irish in derby.

TELENEWS DIGEST, No. 22-B — U.S. builds European army. Cameramen at work in Korea. Reds lose control of 755 Italian cities. Sherman testifies. U.S. Ambassador to Russia visits Berlin. ECA aid for Indo-China. Al Jolson memorial canteen. Firemen's follies in Florence.

UNIVERSAL NEWS, No. 461—Planes for Thailand. Annapolis June week. Korea. Polar flier. Jet ace. Magicians' convention. $100,000 rookie. Indianapolis speedway.

WARNER PATHE NEWS, No. 84—Fourth division lands in Germany. Korea planes hammer Reds. Annapolis June week. Jet ace comes home. Bastogne remembers. Reds swamped in Italian elections. Bronx zoo gets baby gorilla. Tie in women's golf tournament. Indianapolis classic.

Steiner to Work Abroad

Joseph Steiner, president of Broadcast Pictures, disclosed here yesterday that he will fly to London late this month to make arrangements to produce "Investigations, Ltd.," in its entirety in England. Elias Joseph is now doing the screenplay for his original story. Max Rothstein, vice president of the company, will accompany Steiner abroad.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

"Hollywood STORY"
starring Richard CONTE and Julia ADAMS
PARAMOUNT TIMES SQUARE
IN PERSON THE AMES BROS. BOBBY SARGENT GRACIE BARRIE BUNNY BRIGGS HERBIE FIELDS And His Orch.
Midnight Feature Nightly

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National Pre-Selling

RUDY LEE, six-year-old star of United Artists' "Queen for A Day" has been selected as "Child of the Year" in conjunction with the celebration of Children's Day on June 9, it was announced by George J. Hecht, publisher of *Parents' Magazine* and chairman of the Children's Day National Council. Details of the award are carried in the June issue of the magazine, currently on newsstands. Official presentation of the silver cup was part of the Mutual Broadcasting System's Coast-to-Coast "Queen for A Day" broadcast last Friday. The motion picture, based on three short stories by Dorothy Parker, Faith Baldwin and John Ashworth, has also been selected by June *Cosmopolitan* magazine as the best drama of the month, and cited by Louella Parsons for qualities which she says make the film a standout.

•

David A. Lipton, vice-president in charge of advertising and publicity for Universal Pictures, who is currently in New York for a series of conferences on promotions for coming attractions, states that his company, in 18 months, has sent 70 different stars, featured players and personalities, either singly or in groups, to 117 different key and sub-key cities and towns to support promotion campaigns on 29 different pictures. Tomorrow, the press in New York will meet Universal's young stars Piper Laurie and Tony Curtis, on the second lap of their 16-city personal appearance tour. During their week's stay in New York, the pair will meet a stiff schedule of television and radio appearances, newspaper, magazine and syndicate interviews. Next stop: Boston.

•

More than 1,500 spot announcements will be heard over 154 radio stations in an extensive campaign for the promotion of Paramount's new picture, "Ace in the Hole" as a result of a tieup effected with Royal Desserts. The one-minute spots feature Jan Sterling and sign-off with a reference to local playdates. Scheduled for July, the cooperative campaign will be supplemented with special packaging to carry Miss Sterling's picture on millions of boxes of Royal Desserts. Jerry Pickman, national director of advertising-publicity for Paramount, has announced a huge campaign of national advertising for the company's new product. "It is our intention," he says, "to make every moviegoer in the country, as well as every exhibitor, conscious of our product with concentrated preselling long before and current with theatre playdates."

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The current *Collier's*, now on sale, has a fine, full-page-full color picture of Jan Sterling, and a story of the attractive starlet by Thomas F. Brady, who is also Hollywood correspondent for the *New York Times*. The full-color page is a stopper, and the publicity break should do as much to make friends and influence people for the films in general as it does for Miss Sterling in particular.

Review

"Show Boat"

(*Metro-Goldwyn-Mayer*)

THE perennially popular "Show Boat," a classic among musicals, has been brought to the screen again by M-G-M in a manner that demonstrates the superb technical advances of motion picture and proves again the mastery of the medium in presenting a colorful spectacle of song, dance and nostalgic narrative. Kathryn Grayson and Howard Keel are in splendid voice for their romantic leads as the show boat girl married to the river gambler, and Ava Gardner registers the hit of her career as the sultry songstress and erring woman, Julie. Add to these top names the sparkling comedy dance team of Marge and Gower Champion; Joe E. Brown as the *S. S. Cotton Blossom's* master and Agnes Moorehead as his wife; plus a host of others and it can be readily seen that producer Arthur Freed did not stint in the use of talent.

Nor did Freed and his staff stint in the use of lavish sets and painstakingly contrived scenes that utilize Technicolor to the utmost in creating mood and atmosphere. Above all, "Show Boat" is remembered for its songs, and director George Sidney has made the most of Jerome Kern's music and Oscar Hammerstein's lyrics. From the time the film opens until the last fadeout, the songs and music pour out in full-throated chorus or tender solos and duets. The exhibitor can be assured that any audience will sit enraptured from the time Miss Grayson and Keel sing "Make Believe" until the last swelling chords of "Ol' Man River" are heard. The latter number, which a showman may think has been sung to death, is given a thrilling rendition by William Warfield, a newcomer to the screen. His performance brought down the house at the theatre where the picture was previewed for the trade and canny M-G-M, which knows a good thing when its heard, has an encore already a few feet farther along in the reel.

The screen play, by John Lee Mahin, wisely understates the straight narrative of the original story and instead the effect of the familiar music is heightened by sets and color camera work that evoke a romanticized image of a sentimental era. Everyone connected with the production is entitled to take a bow for preserving the familiar elements of the musical and yet bringing to the film the freshness of a new creation. Charles Rosher, director of photography, and art directors Cedric Gibbons and Jack Martin Smith deserve special commendation.

Others in the cast are Robert Sterling, Adele Jergens, Lief Erickson, Frances Williams, Owen McGiveney, Regis Toomey and Sheila Clark. Ben Feiner, Jr., was associate producer and Robert Alton arranged the dances.

Running time, 108 minutes. General audience classification. For July release.

VAUGHAN O'BRIEN

Leon Bamberger is sending out 700 personal letters over the signature of Robert Mochrie, sales vice-president for RKO Radio Pictures, to the secretaries of leading tennis clubs throughout the country as a pre-selling campaign for "Hard, Fast and Beautiful" which is the story of a young tennis player who is groomed into international stardom by her scheming, socially and financially-minded mother and a smart promoter. Mochrie's letter requests the publicizing of the film to tennis club members.

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Hundreds of requests from showmen are flooding into 20th Century-Fox from all over the country for the six different free recordings to plug "On the Riviera" in radio spots and on disc jockey shows. More than 350 transcriptions have been sent, and as long as the supply lasts, subsequent run theatres may obtain the records upon application to the Pressbook Editor.

•

Currently, 20th Century-Fox is advertising for somnambulists, and if you can produce a doctor's certificate to prove that you really walk in your sleep, you will learn something to your advantage by communicating with H. A., in care of 20th Century-Fox, 444 West 56th Street, New York. It all indicates that some exploitation stunt is cooking up for the opening of "Half Angel" at the Roxy Theatres here soon. In this Technicolor comedy, Loretta Young gets into all sorts of romantic complications because of her proclivity for pedestrianism while supposedly sound asleep. It has possibilities for promotion.

WALTER BROOKS

Mayer Criticizes Critics of Films

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, has written for the June issue of *Harper's Magazine* an article which discredits those who "pay lip service to the movies but don't pay admission."

Under the title "Myths and Movies," Mayer chides those who read books about motion pictures, attend lectures about them, and disparage them at cocktail parties but do not attend them. Such people have a "second-hand approach" to films, he contends.

"Their talk," he writes, "is reminiscent of the answers to questionnaires circulated by public opinion researchers concerning double features. Invariably these indicate an overwhelming sentiment against two pictures for the price of one but exhibitors who seek to operate single feature theatres in competition with double-jeopardy houses quickly discover that this is double-talk."

Mayer also attacks those who claim that foreign films are far superior to American. The current crop of books about films and Hollywood is also attacked by Meyer.

Circulate Seadler Article Urging Answers to Critics

An article by Si Seadler, M-G-M advertising manager, calling on all film industry personnel to answer industry critics, is being distributed to all branches of the business by the Council of Motion Picture Organizations.

Tennessee Censor Board Not Wanted

Knoxville, Tenn., June 4.—The Tennessee Legislature last January passed a local act providing for the Knox County Motion Picture Board of Review, naming a local minister and six others to the board. However, the board is yet to organize, meet or review a single picture. The law provides fines of from $100 to $500 and a jail sentence of 10 to 30 days for any theatre owner showing a picture banned by the board. R. L. Broome, Jr., direct representative from Knoxville county and who sponsored the measure, now admits that there is apparently little or no demand for censorship.

U. S. Will Survey Holdings Abroad

WASHINGTON, June 4.—The Commerce Department discloses that the first post-war census of American direct investments abroad is now under way and all firms and individuals, including all those in the motion picture and allied fields with such investments must file returns by July 31.

The census is mandatory. Forms and instructions are available from the Department's Office of Business Economics or from Commerce Department field offices. Direct investments are defined to include business enterprises outside the U. S. or its possessions substantially controlled by U. S. residents.

Each person having an interest in such an investment is required to file separate reports for each controlled enterprise or for each country in which the foreign organization operates.

Interment Thursday For Stanley Gosnell

Stanley Gosnell, 42, manager of Loew's Uptown Theatre at Toronto, died suddenly Sunday night of a heart attack, the company reported here yesterday. Gosnell joined Loew's in 1928 as manager of Loew's Valencia, Baltimore. Subsequently, he was assistant at Loew's Penn, Pittsburgh; Loew's State, Cleveland, and Loew's State, Boston. He was made manager of the Uptown in 1941.

Funeral services were held yesterday morning in Toronto, with burial in Baltimore on Thursday. The widow and two children survive.

Ira Beck to Warner

Ira D. Beck has been appointed manager for Warner Brothers in Colombia, where the company maintains offices in Bogota, Cali and Barranquilla, according to an announcement by Wolfe Cohen, president of Warner Brothers International. Beck, who replaces Henry Ronge, resigned, will have headquarters in Bogota.

Academy Reelects

HOLLYWOOD, June 4.—Charles Brackett, president, and all other incumbent officers of the Academy of Motion Picture Arts and Sciences were reelected by acclamation at a meeting here of the Academy board.

NOW LOOK AT THE

MORE BETTER BIGGER PICTURES

PARAMOUNT DELIVERS IN AUGUST

DATE	TITLE	CAST
JULY	PINE and THOMAS' **Passage West** COLOR BY TECHNICOLOR	JOHN PAYNE DENNIS O'KEEFE ARLEEN WHELAN
	BILLY WILDER'S **Ace In The Hole**	KIRK DOUGLAS JAN STERLING
AUGUST	HAL WALLIS' **Peking Express**	JOSEPH COTTEN CORINNE CALVET EDMUND GWENN
	HAL WALLIS' **That's My Boy**	DEAN MARTIN JERRY LEWIS
	NAT HOLT'S **Warpath** COLOR BY TECHNICOLOR	EDMOND O'BRIEN DEAN JAGGER FORREST TUCKER HARRY CAREY, Jr.,
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**	BING CROSBY JANE WYMAN FRANCHOT TONE ALEXIS SMITH
	GEORGE STEVENS' **A Place In The Sun**	MONTGOMERY CLIFT ELIZABETH TAYLOR SHELLEY WINTERS
	PERLBERG AND SEATON'S **Rhubarb**	RAY MILLAND JAN STERLING
OCTOBER	PINE and THOMAS' **Crosswinds** COLOR BY TECHNICOLOR	JOHN PAYNE RHONDA FLEMING FORREST TUCKER
	GEORGE STEVENS' **Something To Live For**	RAY MILLAND JOAN FONTAINE TERESA WRIGHT
	When Worlds Collide COLOR BY TECHNICOLOR	A new and startling interplanetary adventure.... WILLIAM HOLDEN NANCY OLSON WILLIAM BENDIX
NOVEMBER	**Submarine Command**	JOHN LI... JOAN FONTAINE MONA FREEMAN
	Darling, How Could You!	RONALD REAGAN RHONDA FLE...
DECEMBER	PINE and THOMAS' **Hong Kong** COLOR BY TECHNICOLOR	HEDY LA... BOB HOPE
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)	

National star tour under way!

Paramount preselling now at peak!



Adventure in the events preceding Custer's Last Stand!

EDMOND O'BRIEN · DEAN JAGGER
FORREST TUCKER · HARRY CAREY, Jr.

in

WARPATH

Color by TECHNICOLOR

with

POLLY BERGEN · JAMES MILLICAN · WALLACE FORD

DIRECTED BY BYRON HASKIN

Story and Screenplay by Frank Gruber · Produced by Nat Holt

It's the 6-months quality-quantity product with the boxoffice lift!

DEAN MARTIN and JERRY LEWIS

in HAL WALLIS' PRODUCTION

THAT'S MY BOY



and co-starring
RUTH HUSSEY
MARION MARSHALL
POLLY BERGEN
with HUGH SANDERS
JOHN McINTIRE · TOM HARMON
And introducing EDDIE MAYEHOFF

Directed by HAL WALKER
Associate Producer, Story and Screenplay — CY HOWARD

Top boxoffice revenue with today's top comedians!



Big business with blazing action in today's hot-spot, China!

北平快車

PEKING EXPRESS

HAL WALLIS'
PRODUCTION STARRING
JOSEPH CORINNE EDMUND
COTTEN · CALVET · GWENN

with MARVIN MILLER · WILLIAM DIETERLE

Directed by

Screenplay by JOHN MEREDYTH LUCAS · Adaptation by JULES FURTHMAN · From a Story by HARRY HERVEY

High Court Quits Without Acting on Hughes' Stock Sale

WASHINGTON, June 4.—The Supreme Court put off until October action on Howard Hughes' appeal from the New York Statutory court decision giving him two years in which to sell his trusteed RKO Theatres stock.

The court quit for its summer vacation without any action on the Hughes' appeal. It will not meet again until the first Monday in October and won't act on any pending cases until the second Monday.

Meanwhile, over the week-end Hughes filed with the court a brief opposing the Justice Department's motion to affirm the New York court order. The government's argument, Hughes declared, "suggests no justification for the fact that under the order appealed from, appellant (Hughes) would be deprived of some millions of dollars of property without his consent and without lawful justification therefor."

Elman Sues M.P.S.C. For Breach-of-Pact

CHICAGO, June 4.—Suit has been filed in the Supreme Court of the State of New York by Henri Elman Enterprises, Inc., against Neil Agnew, Charles Casanave and Motion Picture Sales Corporation for alleged non-performance of contract. Elman Enterprises claims that it was granted exclusive Chicago area distributorship of all Motion Picture Sales releases for a period of five years dating from March, 1950. At that time Elman allegedly made a payment of $10,000 to secure the deal.

They further claim that distribution rights to the features "Volcano" and "Wicked City" were sold to Eagle-Lion in direct violation of this pact.

Through its attorneys, Lorenz, Finn, and Nobilette, Elman Enterprises is asking specific performance of the contract or $150,000 damages.

Eagle-Lion, which allegedly was notified of Elman's contract with MPS while negotiating for distribution rights to the two pictures, and United Artists, which has taken over the Eagle-Lion, also are named.

Park-In Appeal

(*Continued from page* 1)

that the appeal would not be heard.

This is the second loss Park-In has suffered in the Supreme Court. Once before it tried to get the high court to hear a case against E. M. Loew's Drive-In Theatres, Inc., but the court refused.

Park-In brought the current suit in 1947 for royalties under the Hollingshead patent. The lower courts ruled against Park-In on the ground the patent had been misused in that certain restrictions were put in the license, and Park-In asked the high court to overturn the lower court verdicts.

In contesting the appeal, Paramount-Richards said the patent involved expired May 16, 1950, and that in any event, it had been held invalid in the earlier Loew's case. Moreover, the circuit said, the lower court decisions "follow the well-established principles affecting patent misuse."

Reviews

"Warpath"

(Paramount)

NAT HOLT'S production, "Warpath," earns a major place in the current cycle of Indian pictures. Packed with action, splendidly mounted in lavish Technicolored outdoor scenes and Indian settings, skillfully directed by Byron Haskin for maximum impact at the climax, the film follows the pattern of its kind yet manages to escape the stereotype. Edmond O'Brien, Dean Jagger and Forrest Tucker are admirably cast in the leads, and redhaired Polly Bergen carries off the sole feminine role with honors. Exhibitors can count on this one to bring in the action-minded patrons and all who like a colorful pageant of frontier days.

The story centers around the Seventh Cavalry, a unit of Custer's command, but author Frank Gruber wisely avoids a re-hash of the famous "last stand" by engaging his characters in a battle apart from the massacre. O'Brien is an ex-captain who joins the Seventh after an 11-year search for bandits who killed his sweetheart with a stray bullet in a bank holdup. He knows his men are with the regiment but at first has no idea that they are Tucker, his domineering sergeant, and Jagger, the post storekeeper. Miss Bergen, Jagger's daughter, at last learns that her father and Tucker are the men O'Brien is seeking but she fears that O'Brien's obsession will blight the love he feels for her.

When Tucker realizes that O'Brien has guessed his identity, he deserts and Harry Carey, Jr., the commanding officer, sends O'Brien with a detachment to guard an emigrant train. Jagger, also fearful of O'Brien's vengeance, joins the train with his daughter. The trip, enlivened with fine shots of an Indian village, ends with the capture of the principals by Indians. Tucker, too, is a prisoner and it is he, with redeeming courage and sacrifice, who enables Miss Bergen, O'Brien and Jagger to escape. Tucker's act drives vengeance from O'Brien's mind and Jagger goes on alone to warn Custer of the massed Indians, where presumably he falls. O'Brien, who earns a commission, and Miss Bergen can then look forward to life together.

A lively pace is maintained throughout, with a number of Indian encounters and barrack-room brawls effectively used to carry the main story line. A large cast performs with competence, with Wallace Ford, and Paul Fix as two privates deserving special mention. Chief Yowlachie is imposing as the Sioux leader.

Running time, 95 minutes. General audience classification. For August release.

V. O'B.

"As Young As You Feel"

(20th Century-Fox) *Hollywood, June 4*

WITH Monty Woolley, Thelma Ritter, Constance Bennett, Allyn Joslyn, Jean Peters, David Wayne, Marilyn Monroe and Albert Dekker turning in tip-top performances, producer-writer Lamar Trotti demonstrates here, as was done by the same studio in "Miracle on 34th Street," that when the comedy form is employed to make a serious point both the form and the point are beneficiaries, along with the audience. Superficially, and most amusingly, this is an up-to-date family-type comedy in which "Big Business" takes a ripe ribbing and the homey virtues win out over commercial considerations. Basically, however, it's a compelling document in proof of the contention that arbitrary retirement of workers on their 65th birthday is bad policy. Blended admirably in a suave and smile-studded script, these ingredients combine to make up a soundly amusing picture certain to give a good box-office account of its 70 minutes.

Under Harmon Jones' comprehending direction, Woolley plays a handpress operator who, finding himself automatically retired by his employing company at 65, decides to do something fundamental about the company rule which has ordained it. Investigating, he learns that the company is a remotely controlled affiliate of Consolidated Motors, whose president barely knows of the printing company's existence and who is unknown to the printing company's executives. Woolley masquerades as the absentee president, visits the print plant on a tour of inspection, orders the 65-year rule abolished, and winds up, without planning it, making a Chamber of Commerce speech which crashes front pages across the nation, confers great honor upon the man he's impersonating, and sends Consolidated stock zooming. What happens after that is to be seen, not synopsized. It is plenty.

Running time, 70 minutes. General audience classification. June release.

WILLIAM R. WEAVER

Charges 'Atom Man' Plagiarized Cartoon

An action charging copyright infringement has been filed in U. S. District court here against Columbia Pictures and others by Phillip Plotkin, cartoonist, who alleges that an illustrated character he registered in 1945 as "Atom Man" was plagiarized by the Columbia serial, "Atom Man vs. Superman," released last year.

Louis D. Frohlich of Schwartz and Frohlich, Columbia counsel, said rights to the title were obtained from National Comics, also named a defendant in Plotkin's action, and RKO theatres, which exhibited the serial.

Skouras, Justice

(*Continued from page* 1)

Fox consent decree. He would not discuss whether Skouras had asked for any last minute changes. "I assume the decree will go into court Thursday as we announced last week, and that's all I'm willing to say," he declared.

'Trio' a June Release

Paramount will generally release "Trio" during June, it was announced by A. W. Schwalberg, President of Paramount Film Distributing Corporation. The W. Somerset Maugham film was produced by J. Arthur Rank.

Ticket Pricing In Chicago Swings to Normal Once More

CHICAGO, June 4.—Bargain prices apparently are not the answer to the current box-office slump. The first break in the South Side price war came today as Richard Salkin, general manager of the Jackson Park, revealed that he is reinstating that theatre's normal scale of 40 cents afternoons, 60 cents evenings and children 20 cents.

The price "war," which has threatened to engulf the entire city, followed a drastic cut by the Jackson Park to 20-cent matinees and 40-cent evenings, with children nine cents at all times. With the Jackson Park the key theatre in the situation, local exhibitors can look forward to a restoration of normal scales in houses which have cut to keep their prices competitive.

Allied of Illinois

(*Continued from page* 1)

attention to theatres in trouble and that if a plea for a rental cut would help a distressed exhibitor and was found justified that company would help.

"Exhibitors the country over," wrote Kirsch, "can take encouragement from an article appearing in a recent trade paper wherein you were reported as stating that 20th Century-Fox would give sympathetic attention to all theatres in trouble and that if a plea for a rental cut would help a distressed exhibitor and was found justified your company would not turn a deaf ear."

Continuing, Kirsch wrote, "Recently another company (M-G-M) announced such a policy of helping distressed situations, which was warmly welcomed by the members of our organization, and I take this opportunity of congratulating you and your company for coming out publicly in assuring exhibitors that every effort will be made to keep their theatres open whenever and wherever the need arises."

"I am greatly concerned," he went on, "with the number of theatre closings that have taken place in the past few weeks and I am hopeful that this same spirit of assistance, to stem any further closings, will be shared by the other film distributors."

Promote Don Mack

Don Mack has been promoted to Chicago regional television sales manager of Filmack Trailer Co., it was announced here.

Ginsberg Joins NBC

(*Continued from page* 1)

ture industry. He will act in close association with John West, NBC vice-president in charge of West Coast operations, and presumably his headquarters will be in Hollywood.

Ginsberg has been identified with the motion picture industry for the past 30 years and was Paramount's vice-president in charge of studio production and operations for 11 years until his resignation last July. Previously he was vice-president and general manager of the Hal Roach and David O. Selznick organizations.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS	LIPPERT
Apr. 29	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51) WHEN THE REDSKINS RODE (Color) Jon Hall Mary Castle D—78 min. (Rev. 5/15/51)	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C—69 min. (5112) (Rev. 5/29/51)		BUCKAROD SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)	TOKYO, FILE 212 Florence Marly D—84 min. (Rev. 4/24/51)	(May Releases) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51) ON THE RIVIERA (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51) RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(Rob't. Stillman) TRY AND GET ME Kathleen Ryan Lloyd Bridges D—92 min. (Rev. 12/6/50)	(Wm. Dieterle) VOLCANO Anna Magnani D—110 min.	(May Releases) THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51) KATIE DID IT Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51) SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)	I WAS A COMMUNIST FOR THE FBI Frank Lovejoy D—83 min. (Rev. 4/19/51)	
May 6			BLAZING BULLETS Johnny Mack Brown O—51 min. (5142)	(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51) THE LAST OUTPOST (Color) Ronald Reagan Rhonda Fleming D—87 min. (Rev. 4/17/51)				(Doug. Sirk) THE FIRST LEGION Charles Boyer Lyle Bettger D—86 min. (Rev. 4/11/51)				DANGER ZONE H. Beaumont Edward Brophy D (Release: 4/20/51)
May 13	HER FIRST ROMANCE Margaret O'Brien Jimmy Hunt C—73 min. (Rev. 5/3/51)	HOMETOWN STORY Donald Crisp Jeffrey Lynn Marjorie Reynolds D—61 min. (Rev. 5/8/51)	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)		BULLFIGHTER AND THE LADY Robert Stack Joy Page D—87 min. (5009) (Rev. 5/1/51) IN OLD AMARILLO Roy Rogers Penny Edwards O—67 min. (Rev. 5/22/51) WELLS FARGO GUNMASTER Allan "Rocky" Lane O—60 min. (Rev. 5/15/51)			(Irving Allen) NEW MEXICO (Color) Lew Ayres Marilyn Maxwell D—76 min. (Rev. 5/3/51)	(Herb. Wilcox) ODETTE Anna Neagle Trevor Howard D—105 min. (Rev. 1/4/51)		GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	
May 20	SNAKE RIVER DESPERADOES Charles Starrett Smiley Burnette O—54 min. (Rev. 5/22/51)	GD FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	ACCORDING TO MRS. HOYLE Spring Byington D—60 min. (5122)		FUGITIVE LADY Janis Paige Binnie Barnes D MILLION DOLLAR PURSUIT Penny Edwards Grant Withers D—60 min. (Rev. 5/29/51)	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D—90 min. (Rev. 4/24/51)	(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—96 min. (Rev. 5/4/51)	(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min. (Rev. 5/15/51)			ROARING CITY H. Beaumont R. Travis D (Release: 5/4/51)
May 27			NEVADA BADMEN Whip Wilson O—58 min. (5152)		FIGHTING COAST GUARD Brian Donlevy Forrest Tucker D—86 min. (Rev. 4/27/51)	HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D—76 min. (Rev. 5/23/51)	THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—92 min. (Rev. 3/6/51) AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD					
June 3	(June Releases) LORNA DODNE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)	NIGHT INTO MORNING Ray Milland John Hodiak D—86 min. (Rev. 5/21/51)		(June Release) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)				(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min.	(Jack Schwarz) THE HOODLUM Lawrence Tierney D	HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D—77 min. (Rev. 5/11/51)	ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)	KENTUCKY JUBILEE J. Colonna J. Porter M—75 min. (Release: 5/18/51)
June 10	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. CHINA CORSAIR Jon Hall Lisa Ferraday D	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)		SECRETS OF MONTE CARLO Warren Douglas Lois Hall D	JUNGLE HEADHUNTERS (Color) Documentary 66 min. (Rev. 5/15/51) BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)						INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)	
June 17		EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min. (Rev. 5/29/51)	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C							(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)		LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—85 min. (Release: 6/18/51) (Rev. 5/29/51)
June 24	SILVER CANYON Gene Autry O	KIND LADY Ethel Barrymore Maurice Evans D	MONTANA DESPERADO Johnny Mack Brown O (5143)	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51) ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)			(July Releases) THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51) THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D	(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD				STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker	
July 1	(July Release) SIROCCO Humphrey Bogart Lee J. Cobb D—98 min.	STRICTLY DISHONORABLE Ezio Pinza Janet Lee CD						(John Arent) CAIRO ROAD Eric Portman D				
July 8		SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min.	YUKON MANHUNT Kirby Grant Chinook Margaret Field O (5123)			ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D		HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)		COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

4-Million Petition Against U.K. Tax

London, June 4.—Following the decision of the Bournemouth conference to intensify the campaign against the proposed admission tax increase, the Cinematograph Exhibitors Association presented a public petition signed by approximately 4,000,000 persons to Parliament today.

Amendments to the Finance Bill which would negate the government's proposals and would put in effect a new method of fixing the entertainment tax scale yearly are up for debate in the House of Commons tomorrow.

Para. Ends 3-Day Canadian Meeting

TORONTO, June 4. — Paramount's three-day Canadian sales convention held here at the Royal York Hotel, concluded over the weekend. With Gordon Lightstone, Canadian general manager, presiding, the delegates heard A. W. Schwalberg, Paramount Film Distributing Corp. president, declare his confidence in the ability of Paramount to meet any challenge the future might present.

In his address he stressed the importance of Paramount's new monthly "Merchandising" bulletin which, he said, "will serve a very useful purpose as a clearing house for ideas and suggestions to help promote the best interests of our customers.

Jerry Pickman, national director of advertising, publicity and exploitation, urged the Canadian men to join his department in a drive for maximum publicity on every release. He briefed the delegates on the advertising and exploitation plans envisioned for forthcoming productions. Oscar Morgan, general sales manager of short subjects and Paramount News, noted that there would be a total of 58 one reel shorts, 34 of which would be in Technicolor, and 52 issues of Canadian Paramount News. He then detailed the plans already set for the "Salute To Al Schwalberg" sales drive.

One of the highlights of the three-day meeting was a special luncheon held in honor of Schwalberg and attended by exhibitors, exhibitor organization executives and members of the trade press.

Compo Seminar

(*Continued from page* 1)

tion problems scheduled for July 23-25 in Hollywood.

The meeting was called to complete an agenda for the round-table conference and set up a formula of representation for the various exhibitor groups that will send delegates to the sessions. Two weeks ago, the seminar was postponed from June 11-12 to provide time for the exhibitor groups to consider those two items.

Trueman T. Rembusch, Allied president; Gael Sullivan, TOA executive director; Arthur L. Mayer, COMPO executive vice-president, and Robert W. Coyne, COMPO special counsel, will be among those on hand for today's meeting.

Reviews

"Four in a Jeep"

(Lazar Wechsler—United Artists)

SYMBOLIC of the strained relations that exist today between the U. S., Britain and France on the one hand and Russia on the other, this Lazar Wechsler production recounts the activities and adventures of four soldier-patrolmen—each from one of the four countries—in the international zone of post-war Vienna. The four make their daily rounds of the city in a jeep, and it is immediately apparent that the American, played by Ralph Meeker, and the Russian, Yoseph Yadin, have no liking for each other.

The producer of "The Last Chance" and "The Search" filmed his latest principally in Vienna's streets, which means that there is evident here that documentary-type verisimilitude for which Wechsler is noted. This factor, and the marquee attraction offered by star Viveca Lindfors are the primary exploitables, but there is something to be said, too, for Meeker, a former stage actor, whose blunt-talking role here conceivably could lead to a successful career in Hollywood.

The screenplay by Richard Schweitzer spotlights the anxiety and harassment undergone by a Viennese housewife, Miss Lindfors, following the escape of her husband, Hans Putz, from a Russian prisoner-of-war camp. Meeker, reflecting typical American willingness to help a lady in distress, finds himself in constant conflict with his Russian colleague, who is intent on trapping the husband when he arrives in Vienna. This moderately-paced offering takes on genuine excitement when the wife and husband attempt to escape the Russian when he traps them in the recesses of a bombed-out building, while Meeker seeks to engage his jeep companion in hand-to-hand combat. Competent in supporting roles are Michael Medwin as the British patrolman, Dinan as the French soldier and Paulette Dubost as the latter's unpredictable wife. Direction by Leopold Lindtberg and photography by Emil Berna are good.

Running time, 97 minutes. General audience classification. Release date, Aug. 24.

CHARLES L. FRANKE

"The Texas Rangers"

(Edward Small Productions-Columbia)

POST-Civil War lawlessness that flowered in the Southwest again provides the basic material for this Edward Small production which uses Supercinecolor and action aplenty to concoct a superior Western. Producer Bernard Small and director Phil Karlson give the familiar story solid production values and a hard-riding, fast shooting cast backs them up.

A tribute to the Texas Rangers, the picture tells of the exploits of ranger George Montgomery, who captures a gang which includes celebrated outlaws like Sam Bass and the Sundance Kid. Montgomery and Noah Beery, Jr., former Confederate cavalrymen are paroled from the state prison so they can join the Texas Rangers in their all-out war against the state's leading outlaws. Montgomery joins the gang, pretending he has reverted to crime. He helps them plan a $1,000,000 train robbery and though his plans go awry, he succeeds in the end, with but minor help from the other Rangers, in rounding up the entire gang.

Richard Schayer's screenplay, from a story by Frank Gruber, includes a dash of romance with the infrequent appearances of Gale Storm, a newspaper publisher. Others in the cast are Jerome Courtland, William Bishop, John Litel, Douglas Kennedy, John Dehner, Ian MacDonald, John Doucette, Jock O'Mahoney, Joseph Fallon, Myron Healey, Julian Rivero, Trevor Bardette, Stanley Andrews and Edward Earle.

Running time, 68 minutes. General audience classification. June release.

Republic, AFM

(*Continued from page* 1)

AFM, but Petrillo told the convention that a deal concluded with the company calls for payment to the musicians of five per cent of the gross of old pictures sold to TV, if the films contain music, and payment of regular musicians' scales if those films are provided with new music soundtracks.

The AFM president reported that a percentage of the gross of Republic films shown on television will be paid into a new musicians' trust fund. The ceiling put on such payments, he added, is $25,000 a year.

Republic's aim in the negotiations was to pay a flat sum to the AFM in connection with the sale of films with music to TV, according to Petrillo. The contract which was signed, however, conforms more to the union's aim at getting "fresh work" for the musicians, the AFM president said, since old sound tracks can be dropped in favor of new ones freshly made.

A treasurer's report issued coincident with the opening of the convention disclosed that AFM receipts for 1950-51 totaled $1,513,731.

Six Labor Groups

(*Continued from page* 1)

to risk losing their price control exemptions. The employer organizations are expected to have observers present, however, and may file written briefs later. Such briefs can be filed up to June 15.

Labor spokesmen who have asked to be heard and have been listed for the hearings are: Frank Murdock, general counsel of the IATSE; Roy Brewer, representing the IATSE in Hollywood; Robert W. Gilbert, for the AFL Film Council; George Heller, executive secretary of the Television Authority; A. Frank Reel of the American Federation of Radio Artists, and David Beznor of the Colosseum of Motion Picture Salesmen.

Indications are that all the film union spokesmen will be heard tomorrow afternoon.

The Board also named the other members of the six-man panel which will hold the hearings and make recommendations to the full wage board. Industry representatives will be Fred R. Rauch of the Cincinnati Gas and Electric Co., and Irvin Shapiro, Boston attorney. Labor representatives will be Stanley Ruttenberg of the CIO and Woodruff Randolph of the International Typographers Union. The two public members of the panel had been announced previously.

E. R. Holtz Renews Campaign on FCC's TV Licensing Policy

WASHINGTON, June 4.—Detroit exhibitor E. R. Holtz today renewed his appeal to the Federal Communications Commission to backtrack on its recent report on licensing policy.

Holtz, who has wired the Commission several times in protest against the report and who has made one previous visit here to confer with FCC officials, met today with FCC general counsel Benedict Cottone. After a lengthy session in which Holtz, president of the Riviera Annex Theatre Co., outlined to Cottone some of the simple economic facts of the motion picture business, the FCC official asked Holtz to follow up his arguments later in a written statement.

A letter from T. J. Slowie, FCC secretary, revealed that only one television station now in operation is licensed directly to a film producer, Paramount Television Production's Los Angeles station. And, the letter from Slowie to Holtz said, Paramount is also the only major producer with an application for a TV station now pending. Other pending applications, the letter noted, are from Mary Pickford Rogers and Bing Crosby. "If that's all the producers in television or asking to get in," Holtz declared, "the report certainly does a lot of shouting over nothing."

Set Meet with FCC

(*Continued from page* 1)

before the Commission it has been reported, until stockholders of both firms approve the deal.

A Justice Department spokesman said today that the anti-trust division is "keeping an eye" on the proposed UPT-ABC merger, but he refused to amplify on the statement, or give any details as to what investigation or study the Department is making of the deal.

The United Paramount Theatres board of directors will meet here tomorrow to act on the proposed merger with ABC and to set a date for a stockholders meeting. The ABC board has already approved the deal but no meeting date for its stockholders has been set.

'Bowery Boys' Series Bought by Monogram

HOLLYWOOD, June 4.—Monogram has acquired independent producer Jan Groppo's "Bowery Boys" series, which it has distributed for the past six years, together with his contracts with Leo Gorcey and Huntz Hall, and will continue the series under its own administration. Grippo, who will retain his rights in pictures previously filmed, plans to reenter production under other auspices following a European vacation.

Starr to Do Preview

Broadway and Hollywood commentator for WINS Martin Starr will handle a special preview broadcast of "The Hollywood Story," tonight from 8:30 to 9:00 P.M., interviewing stars Shelly Winters, Charles Coburn.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 108 NEW YORK, U. S. A., TUESDAY, JUNE 5, 1951 TEN CENTS

Republic TV Deal Launches New AFM Fund

Petrillo Cites Benefits Under Video-Film Pact

The American Federation of Musicians "is on the way to a second trust fund for musicians" in consequence of the contract which the union concluded two weeks ago with Republic Pictures covering instrumentalists who supply music for soundtracks of films for television, James C. Petrillo, AFM president, informed the initial session of the 54th annual AFM convention which opened yesterday at the Commodore Hotel here.

The new fund, like the one already in operation, will be for the purpose of providing unemployed musicians with work on public service projects. These projects include anti-juvenile delinquency musical classes and civic music programs.

Republic officials denied recently that a contract had been made with

(*Continued on page 8*)

Allied of Illinois Commends 20th for Aiding 'Distressed'

CHICAGO, June 4.—Illinois Allied has commended 20th Century-Fox for openly stating it would aid exhibitors whose operations are in economic trouble and face closing.

In a letter to Al Lichtman, sales vice-president of 20th Century, Jack Kirsch, Allied of Illinois president, today congratulated him and his company for publicly stating that 20th Century-Fox would give sympathetic

(*Continued on page 6*)

UPT-ABC Officers Set Meet with FCC

WASHINGTON, June 4.—Top officials of United Paramount Theatres and American Broadcasting Co. will hold an "informal conference" on their proposed merger with Federal Communications Commission personnel late this week, it was reported here today. Sitting in on the talks will be UPT president Leonard Goldenson, UPT secretary-treasurer Robert O'Brien and ABC president Robert Kintner.

The merger will not be put formally

(*Continued on page 8*)

Six Labor Groups Before WSB on Wage Controls

WASHINGTON, June 4.—Spokesmen for six labor groups in the film, radio and television fields have been listed to testify at Wage Stabilization Board hearings tomorrow and Wednesday, and others may be added later.

The hearings, before a special six-man panel, will go into the question of whether labor in these industries and other industries exempt from price control should be exempt from Federal wage controls, and if not, what wage policies should be followed. It is expected that the labor spokesmen will argue for either exempting their workers from wage controls or at least making wage controls considerably more flexible.

Significantly, no spokesmen from employer groups have yet asked to be heard. Indications are that the employer spokesmen fear that a wage control exemption for too many workers might lead to a Congressional drive for bringing these industries under price controls, and do not want

(*Continued on page 8*)

Skouras, US Confer; See No Decree Delay

WASHINGTON, June 4. — National Theatres president Charles Skouras and attorneys for NT and 20th Century-Fox conferred today with Justice Department lawyers, but both sides refused to discuss details.

A Justice Department spokesman did say, however, that he did not expect any changes in the proposed 20th-

(*Continued on page 6*)

Ginsberg Joins NBC In Consultant Post

The appointment of Henry Ginsberg, formerly Paramount studio vice-president, as a general consultant to National Broadcasting's network was announced here yesterday by Joseph H. McConnell, NBC president.



Henry Ginsberg

Ginsberg's appointment is on a non-exclusive basis and the NBC announcement said that he would continue to be active in the motion pic-

(*Continued on page 6*)

Set Formula Today For Compo Seminar

Representatives of Allied States Association, Theatre Owners of America, the Metropolitan Motion Picture Theatres Association and the New York Independent Theatre Owners Association will meet this morning at Council of Motion Picture Organizations headquarters here to make plans for the COMPO seminar on produc-

(*Continued on page 8*)

U-I Reports the Biggest Week in Company's History

Universal-International's Al Daff worldwide sales drive wound up with the biggest week ever recorded in the history of the company, including the so-called "boom" years.

U-I said its foreign drive has proven an exact counterpart of the last domestic drive, its last seven days proportionally matching the all-time record breaking week of domestic sales in the United States at the end of April.

Thirty-two countries participated in the drive and of these, the following 10 broke an all-time billings records: France, Germany, Norway, Chile, Cuba, Peru, Trinidad, Hong Kong (China), New Zealand and Australia.

Salary Cuts Are Not Needed Now-Schenck

HOLLYWOOD, June 4.—M-G-M producers, directors and department heads attending a special meeting with studio heads were told that company president, Nicholas Schenck believes that salary reductions are not necessary "at this time" if all economy measures compatible with the maintenance of quality are rigorously applied. Louis B. Mayer, Ed Mannix, Louis K. Sidney and J. J. Cohen addressed the meeting, presided over by Dore Schary, to detail ways and means by which costs can be held at a minimum without damage to product.

SupremeCourt Again Rejects Park-In Case

Seen Ending Drive-in Ramp Royalty Claims

WASHINGTON, June 4. — The U. S. Supreme Court today refused to hear an appeal by Park-In Theatre, Inc., attempting to collect royalties under its Hollingshead drive-in patent from Paramount-Richards Theatres, Inc., of New Orleans.

Industry attorneys yesterday regarded the high court's action in again refusing to review the Park-In patent claims as ending whatever possibility might still have existed of drive-in operators being held liable for royalty payments under the Hollingshead patent where such a type of parking ramp has been used.

There was no court opinion, just a line in a long list of orders noting

(*Continued on page 6*)

Concentrate NPA Authority for Permits in Capital

WASHINGTON, June 4.—All applications by theatre owners for exception or exemption from the National Production Authority construction control order will be processed only in Washington, the NPA announced today.

The applications may be filed in NPA field offices, but they will be forwarded to Washington for action. The NPA also revealed today that all applications on radio and television

(*Continued on page 3*)

RKO Cashiers Set Strike for June 20

June 20 has been set for the start of a strike against RKO Theatres in Greater New York by IATSE Theatre Cashiers Local No. B-52, Charlotte Campbell, president of the local, disclosed here yesterday.

Mrs. Campbell pointed out that new contract negotiations have been stalled for several weeks in consequence of the company's refusal of a proposal for an increase in the weekly pay minimum from $28 to $31 and the estab-

(*Continued on page 3*)

B'way First-Run Grosses Spotty; $42,000 to 'Fabiola'

Business at Broadway first-run box-offices continues to be spotty, with grosses at some houses in the excellent catgory but with others markedly sluggish. A holiday last Wednesday compensated for a rather slow Sunday, a warm day that drew crowds to the beaches.

With the Strand closed, the Rivoli shuttering today, and with the Mayfair and Loew's State playing reissues, the summer lull seems to be starting.

Nevertheless, "Fabiola" is giving the Victoria one of its best first weeks in months, with $42,000 estimated for the opening period. The figure includes $3,500 taken in at the preview evening showing.

"The Great Caruso" is showing stamina at Radio City Music Hall, with $135,000 expected for a fourth week—the first time the week's gross has dipped below $150,000 since the film opened. Also attracting a good gross is "On the Riviera" at the Roxy, where $75,000 is reported due for the second week. Mimi Benzell heads the Roxy's stage show.

"Cargo" Holds Up

"Sealed Cargo" is holding up in its second week at the Paramount, where a satisfactory $45,000 is in prospect for a second and final week. "The Hollywood Story" will open there tomorrow. Doing only fair is "Go for Broke" at the Capitol, with about $40,000 estimated for a second week. Les Brown's band is on stage. Another newcomer is "Goodbye, My Fancy" at the Holiday, where a healthy $15,000 is reported for the first week. "Valentino" is beginning to lag a bit at the Astor, with $18,000 estimated for its seventh week.

"Smugglers Island" is finishing a two-week run at the Rivoli today with $9,000 for the final stanza. The house is closing for an indefinite period. The globe expects a moderate $7,000 for the second and final week of "Inside the Walls of Folsom Prison"; "M" opens there on Saturday.

"Kon-Tiki," which has been having an excellent run at the Sutton, slipped a little in its ninth week but a good holiday gross is bringing the figure to just a little under $10,000. Another off-Broadway house, the Trans Lux 52nd Street, reports that "Teresa" is tapering off to a little under $5,000 for its ninth week, but the film will hold.

The city's sole roadshow film, "Tales of Hoffman," is also down from its usual near-capacity gross, with $12,500 estimated for a ninth week.

"The Thing" left the Criterion last night after a successful five-week run, with the final eight days dropping down to a $10,500 gross. "The Redhead and the Cowboy" will open there today.

UA Acquires Another

"Chicago Calling," an Arrowhead Productions film starring Dan Duryea, Mary Anderson and Gordon Gebert, has been acquired for UA release.

Personal Mention

SAM KATZ of Stanley Kramer Productions is due to arrive here from the Coast this week following a stopover in Chicago en route.

•

CECIL B. DEMILLE has been chosen by Sigma Tau Sigma, national social science honorary society, as recipient of its annual award to an American whose work and influence have shown an outstanding beneficient social significance.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, left here last night for Cincinnati and Indianapolis and is scheduled to return here by the end of the week.

•

ROBERT BENJAMIN, president of the American J. Arthur Rank Organization and United Artists trustee, will leave here by plane for England with MRS. BENJAMIN on Friday.

•

E. Z. WALTERS, comptroller of Altec Service Corp., is in New York from the Coast.

•

BOB WILE, Universal Pictures exploiteer, has left here for Detroit.

•

JULES LEVEY, producer, has left here for Cincinnati.

GEORGE F. DEMBOW, vice-president in charge of National Screen sales, is back from a European trip.

•

RUTH STONE, secretary to WILLIAM C. MACMILLEN, JR., Pathe Industries president, is recuperating at the Hospital for Special Surgery here from an emergency appendectomy performed last week.

•

WILLIAM K. JENKINS, president of the Georgia Theatre Co., has received a commission as an admiral in the Georgia Navy issued by GOV. HERMAN E. TALMADGE.

•

HERMAN G. WEINBERG has been appointed American correspondent of *Les Cahiers du Cinema*, a new French monthly publication on motion pictures.

•

MAURICE WOLF, of M-G-M's exhibitor relations division, is scheduled to speak today before the Rotary Club in the Bronx.

•

HAL MARSHALL has resigned as special field representative in Washington for Paramount Pictures.

•

ALFRED HITCHCOCK, producer-director, is here from Hollywood.

26 Lippert Films to CBS for Television

HOLLYWOOD, June 4.—Robert L. Lippert has completed leasing deals whereby CBS-TV in New York and KTLA here obtain 26 Lippert films, theatrically released in the 1946-1949 period, with the right to televise each eight times in their own areas during the next two years.

The same films have been leased, on the same basis, to WGN-TV, Chicago. Prices reportedly paid to Lippert for three areas are $70,000, $69,000 and $67,500, respectively. Transactions entail Lippert's compliance with the James Petrillo formula requiring rescoring and a payment of five per cent of the gross receipts into the AFM fund.

4 File Percentage Actions in Dayton

DAYTON, O., June 4.—Universal, Loew's, Warner, and 20th Century-Fox each filed a separate percentage suit in Federal Court here. Samuel Levin, Allen Levin and Louis Levin as well as several theatre-operating subsidiaries were named defendants.

The theatres involved in each suit are the Sherwood Drive-in in Dayton and the Stardust Drive-in and Ski-Hi Drive-in in Springfield, O.

Recovery is sought in each suit for damages resulting from alleged underreporting of receipts on percentage pictures.

Paxton and Seasongood of Cincinnati are attorneys for each plaintiff with Sargoy and Stein of counsel.

Cooperative Ads Up at 20th Meet

National and cooperative advertising campaigns for theatres will be a major point on the agenda of the 20th Century-Fox sales convention to be held in Los Angeles June 12-15.

Following the presentation of advertising plans by vice-president Charles Einfeld and his department heads, study will be made of the national advertising picture in conference with the assembled division managers and branch heads.

Special territorial requirements in regard to media, space and type of advertising will be detailed so that campaigns may be designed to appeal on a considerably widened basis.

There will be discussions also of the use of television as an advertising media in those areas with recent installations of TV stations.

Campaigns scheduled to be presented at the meeting include those for "David and Bathsheba," "Decision Before Dawn," "Take Care of My Little Girl," "The Frogmen," "Mr. Belvedere Rings the Bell" and "Meet Me After the Show."

Set 'David' Plans At 20th-Fox Meet

Decisions affecting the special handling of Darryl F. Zanuck's "David and Bathsheba," as well as the release of "Decision Before Dawn," produced by Anatole Litvak and Frank McCarthy in Germany, will be key points on the roster of topics to be discussed at the 20th Century-Fox sales convention in Los Angeles next week. Zanuck will show both pictures to the delegates during the four-day conference being held June 12-15.

Newsreel Parade

FOR THE FIRST TIME in a long time, not a single newsreel continuity starts off with the Korean situation as the subject of picturization. American troops landing in Germany, the North Pole flight and a wide assortment of other subjects are treated in current reels. Contents follow:

MOVIETONE NEWS, No. 45 — World faces crisis over Iran's oil. U. S. planes blast reds in Korea. Korea jet ace returns home. U. S. troops land in Germany. Flier crosses North Pole. Annapolis hails color girl. Women's golf tournament ends in tie. Over 500,000 see English derby. Indianapolis auto race.

NEWS OF THE DAY, No. 279—North Pole flight. Korea Reds get terrific blasting. First jet ace home. New zoo baby. Magicians' convention. Women golf champs. Indianapolis auto classic.

PARAMOUNT NEWS, No. 82—Speedway mark smashed. Fourth division troops land in Europe. Single engine plane completes polar flight. Flowers go to milady's head. Navy news items. Great day for the Irish in derby.

TELENEWS DIGEST, No. 22-B — U.S. builds European army. Cameramen at work in Korea. Reds lose control of 755 Italian cities. Sherman testifies. U.S. Ambassador to Russia visits Berlin. ECA aid for Indo-China. Al Jolson memorial canteen. Firemen's follies in Florence.

UNIVERSAL NEWS, No. 461—Planes for Thailand. Annapolis June week. Korea. Polar flier. Jet ace. Magicians' convention. $100,000 rookie. Indianapolis speedway.

WARNER PATHE NEWS, No. 84—Fourth division lands in Germany. Korea planes hammer Reds. Annapolis June week. Jet ace comes home. Bastogne remembers. Reds swamped in Italian elections. Bronx zoo gets baby gorilla. Tie in women's golf tournament. Indianapolis classic.

Steiner to Work Abroad

Joseph Steiner, president of Broadcast Pictures, disclosed here yesterday that he will fly to London late this month to make arrangements to produce "Investigations, Ltd.," in its entirety in England. Elias Joseph is now doing the screenplay for his original story. Max Rothstein, vice president of the company, will accompany Steiner abroad.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

Hollywood STORY
starring Richard CONTE and Julia ADAMS
IN PERSON THE AMES BROS. BOBBY SARGENT GRACIE BARRIE BUNNY BRIGGS HERBIE FIELDS And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

RUDY LEE, six-year-old star of United Artists' "Queen for A Day" has been selected as "Child of the Year" in conjunction with the celebration of Children's Day on June 9, it was announced by George J. Hecht, publisher of *Parents' Magazine* and chairman of the Children's Day National Council. Details of the award are carried in the June issue of the magazine, currently on newsstands. Official presentation of the silver cup was part of the Mutual Broadcasting System's Coast-to-Coast "Queen for A Day" broadcast last Friday. The motion picture, based on three short stories by Dorothy Parker, Faith Baldwin and John Ashworth, has also been selected by June *Cosmopolitan* magazine as the best drama of the month, and cited by Louella Parsons for qualities which she says make the film a standout.

•

David A. Lipton, vice-president in charge of advertising and publicity for Universal Pictures, who is currently in New York for a series of conferences on promotions for coming attractions, states that his company, in 18 months, has sent 70 different stars, featured players and personalities, either singly or in groups, to 117 different key and sub-key cities and towns to support promotion campaigns on 29 different pictures. Tomorrow, the press in New York will meet Universal's young stars Piper Laurie and Tony Curtis, on the second lap of their 16-city personal appearance tour. During their week's stay in New York, the pair will meet a stiff schedule of television and radio appearances, newspaper, magazine and syndicate interviews. Next stop: Boston.

•

More than 1,500 spot announcements will be heard over 154 radio stations in an extensive campaign for the promotion of Paramount's new picture, "Ace in the Hole" as a result of a tieup effected with Royal Desserts. The one-minute spots feature Jon Sterling and sign-off with a reference to local playdates. Scheduled for July, the cooperative campaign will be supplemented with special packaging to carry Miss Sterling's picture on millions of boxes of Royal Desserts. Jerry Pickman, national director of advertising-publicity for Paramount, has announced a huge campaign of national advertising for the company's new product. "It is our intention," he says, "to make every moviegoer in the country, as well as every exhibitor, conscious of our product with concentrated preselling long before and current with theatre playdates."

•

The current *Collier's*, now on sale, has a fine, full-page-full color picture of Jan Sterling, and a story of the attractive starlet by Thomas F. Brady, who is also Hollywood correspondent for the *New York Times*. The full-color page is a stopper, and the publicity break should do as much to make friends and influence people for the films in general as it does for Miss Sterling in particular.

WALTER BROOKS

Review

"Show Boat"

(Metro-Goldwyn-Mayer)

THE perennially popular "Show Boat," a classic among musicals, has been brought to the screen again by M-G-M in a manner that demonstrates the superb technical advances of motion picture and proves again the mastery of the medium in presenting a colorful spectacle of song, dance and nostalgic narrative. Kathryn Grayson and Howard Keel are in splendid voice for their romantic leads as the show boat girl married to the river gambler, and Ava Gardner registers the hit of her career as the sultry songstress and erring woman, Julie. Add to these top names the sparkling comedy dance team of Marge and Gower Champion; Joe E. Brown as the *S. S. Cotton Blossom's* master and Agnes Moorehead as his wife; plus a host of others and it can be readily seen that producer Arthur Freed did not stint in the use of talent.

Nor did Freed and his staff stint in the use of lavish sets and painstakingly contrived scenes that utilize Technicolor to the utmost in creating mood and atmosphere. Above all, "Show Boat" is remembered for its songs, and director George Sidney has made the most of Jerome Kern's music and Oscar Hammerstein's lyrics. From the time the film opens until the last fadeout, the songs and music pour out in full-throated chorus or tender solos and duets. The exhibitor can be assured that any audience will sit enraptured from the time Miss Grayson and Keel sing "Make Believe" until the last swelling chords of "Ol' Man River" are heard. The latter number, which a showman may think has been sung to death, is given a thrilling rendition by William Warfield, a newcomer to the screen. His performance brought down the house at the theatre where the picture was previewed for the trade and canny M-G-M, which knows a good thing when its heard, has an encore already a few feet farther along in the reel.

The screen play, by John Lee Mahin, wisely understates the straight narrative of the original story and instead the effect of the familiar music is heightened by sets and color camera work that evoke a romanticized image of a sentimental era. Everyone connected with the production is entitled to take a bow for preserving the familiar elements of the musical and yet bringing to the film the freshness of a new creation. Charles Rosher, director of photography, and art directors Cedric Gibbons and Jack Martin Smith deserve special commendation.

Others in the cast are Robert Sterling, Adele Jergens, Lief Erickson, Frances Williams, Owen McGiveney, Regis Toomey and Sheila Clark. Ben Feiner, Jr., was associate producer and Robert Alton arranged the dances.

Running time, 108 minutes. General audience classification. For July release.

VAUGHAN O'BRIEN

NPA Permits

(*Continued from page 1*)

broadcasting station buildings, structures or projects will be processed here rather than in the field.

In an action taken over the weekend, the NPA set the use of iron and steel in the manufacture of theatre seats and certain other equipment in the third quarter at 70 per cent of the base period rate of consumption. The base period, however, was made to be either the first half of 1950 or the last half of 1949, at the option of the producer. The use of steel for these items during the second quarter was 80 per cent of the base period, but the base period was required to be the first half of 1950.

Affected by the order, in addition to theatre seat makers, would be manufacturers of display cases, radio and television sets, amateur box-type cameras and eight-mm. motion picture cameras and projectors, signs and vending machines.

Makers of floodlights, meanwhile, asked the NPA to increase the amount of secondary aluminum which they can use.

RKO to Take 3 From Weisberg & Pollexfin

HOLLYWOOD, June 4.—RKO has closed a deal for distribution of three exploitation pictures to be made for American Pictures Corporation by Aubrey Weisberg and Jack Pollexfin during 1951-52. Weisberg and Pollexfin wrote, directed and produced "Man From Planet X." First will be "3000 A.D.," starting in July.

Calls for End of Chi. Ticket Tax

CHICAGO, June 4.—An urgent appeal for termination of the three per cent city amusement tax has been made by Jack Kirsch, Allied of Illinois president, in a letter to Mayor Kennelly, as a follow-up to a personal conference he had with the mayor last week.

'Punitive' Tax

Pointing out the drop in admissions receipts and the large number of theatre closings in Chicago, Kirsch restated the conviction of local exhibitors that they have been singled out to pay an unfair and punitive tax. Enclosed with the letter was a list of the closed theatres in the city, monthly theatre admissions tax figures for the past two and a half years, and a resume of the many licenses and fees paid to the city by the theatres. Copies of the letter have been sent to every exhibitor in Chicago along with a message urging all exhibitors to get their aldermen behind the movement for repeal of the amusement tax, it was announced.

Chi. Tax Receipts Drop in April

CHICAGO, June 4.—City admission collections during May (for April receipts) were $90,602 against $108,562 in May, 1950. Total collections during the first five months this year were $465,180, a sizeable drop from collections of $468,205 in the corresponding period last year.

Tennessee Censor Board Not Wanted

Knoxville, Tenn., June 4.—The Tennessee Legislature last January passed a local act providing for the Knox County Motion Picture Board of Review, naming a local minister and six others to the board. However, the board is yet to organize, meet or review a single picture. The law provides fines of from $100 to $500 and a jail sentence of 10 to 30 days for any theatre owner showing a picture banned by the board. R. L. Broome, Jr., direct representative from Knoxville county and who sponsored the measure, now admits that there is apparently little or no demand for censorship.

U. S. Will Survey Holdings Abroad

WASHINGTON, June 4.—The Commerce Department discloses that the first post-war census of American direct investments abroad is now under way and all firms and individuals, including all those in the motion picture and allied fields with such investments must file returns by July 31.

The census is mandatory. Forms and instructions are available from the Department's Office of Business Economics or from Commerce Department field offices. Direct investments are defined to include business enterprises outside the U. S. or its possessions substantially controlled by U. S. residents.

Interment Thursday For Stanley Gosnell

Stanley Gosnell, 42, manager of Loew's Uptown Theatre at Toronto, died suddenly Sunday night of a heart attack, the company reported here yesterday. Gosnell joined Loew's in 1928 as manager of Loew's Valencia, Baltimore. Subsequently, he was assistant at Loew's Penn, Pittsburgh; Loew's State, Cleveland, and Loew's State, Boston. He was made manager of the Uptown in 1941.

Funeral services were held yesterday morning in Toronto, with burial in Baltimore on Thursday. The widow and two children survive.

RKO Cashiers

(*Continued from page 1*)

lishment of automatic raises of three dollars yearly for the 80 members of the local. RKO is the only New York circuit, large or small, whose cashiers are organized in a union.

The local has rejected a company counter-proposal to include a two dollar per week general pay increase in a new contract.

Mrs. Campbell, who maintained that cleaners and matrons at RKO Theatres here are higher paid than the cashiers, said the local's membership voted to strike on June 20 at a meeting late last week. She added that both Joseph Basson, special representative of the "IA" international office, and Leslie Thompson, RKO Theatres labor relations director, have been informed of the strike date.

NOW LOOK AT THE AUGUST

MORE BETTER BIGGER PICTURES

PARAMOUNT DELIVERS IN

DATE	TITLE	CAST	
JULY	PINE and THOMAS' **Passage West** COLOR BY TECHNICOLOR	JOHN PAYNE	OENNIS O'KEEFE
		ARLEEN WHELAN	
	BILLY WILDER'S **Ace In The Hole**	KIRK OUGLAS	JAN STERLING
AUGUST	HAL WALLIS' **Peking Express**	JOSEPH COTTEN	CORINNE CALVET
		EOMUNO GWENN	
	HAL WALLIS' **That's My Boy**	OEAN MARTIN	IERRY LEWIS
	NAT HOLT'S **Warpath** COLOR BY TECHNICOLOR	EOMOND O'BRIEN	OEAN JAGGER
		FORREST TUCKER	HARRY CAREY. Ir.,
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**	BING CROSBY	IANE WYMAN
		FRANCHOT TONE	ALEXIS SMITH
	GEORGE STEVENS' **A Place In The Sun**	MONTGOMERY CLIFT	ELIZABETH TAYLOR
		SHELLEY WINTERS	
	PERLBERG AND SEATON'S **Rhubarb**	RAY MILLANO	IAN STERLING
OCTOBER	PINE and THOMAS' **Crosswinds** COLOR BY TECHNICOLOR	JOHN PAYNE	RHONOA FLEMING
		FORREST TUCKER	
	GEORGE STEVENS' **Something To Live For**	RAY MILLANO	IOAN FONTAINE
		TERESA WRIGHT	
	When Worlds Collide COLOR BY TECHNICOLOR	A new and startling interplanetary adventure....	
		WILLIAM HOLOEN	NANCY OLSON
		WILLIAM BENOIX	
NOVEMBER	**Submarine Command**	IOAN FONTAINE	JOHN LU
		MONA FREEMAN	
	Darling, How Could You!	RONALO REAGAN	RHONOA FLE
DECEMBER	PINE and THOMAS' **Hong Kong** COLOR BY TECHNICOLOR	BOB HOPE	HEOY LA
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)		

National star tour under way!

Paramount preselling now at peak!



Adventure in the events preceding Custer's Last Stand!

EDMOND O'BRIEN · DEAN JAGGER
FORREST TUCKER · HARRY CAREY, Jr.

in

WARPATH

Color by TECHNICOLOR

with

POLLY BERGEN · JAMES MILLICAN · WALLACE FORD

DIRECTED BY BYRON HASKIN

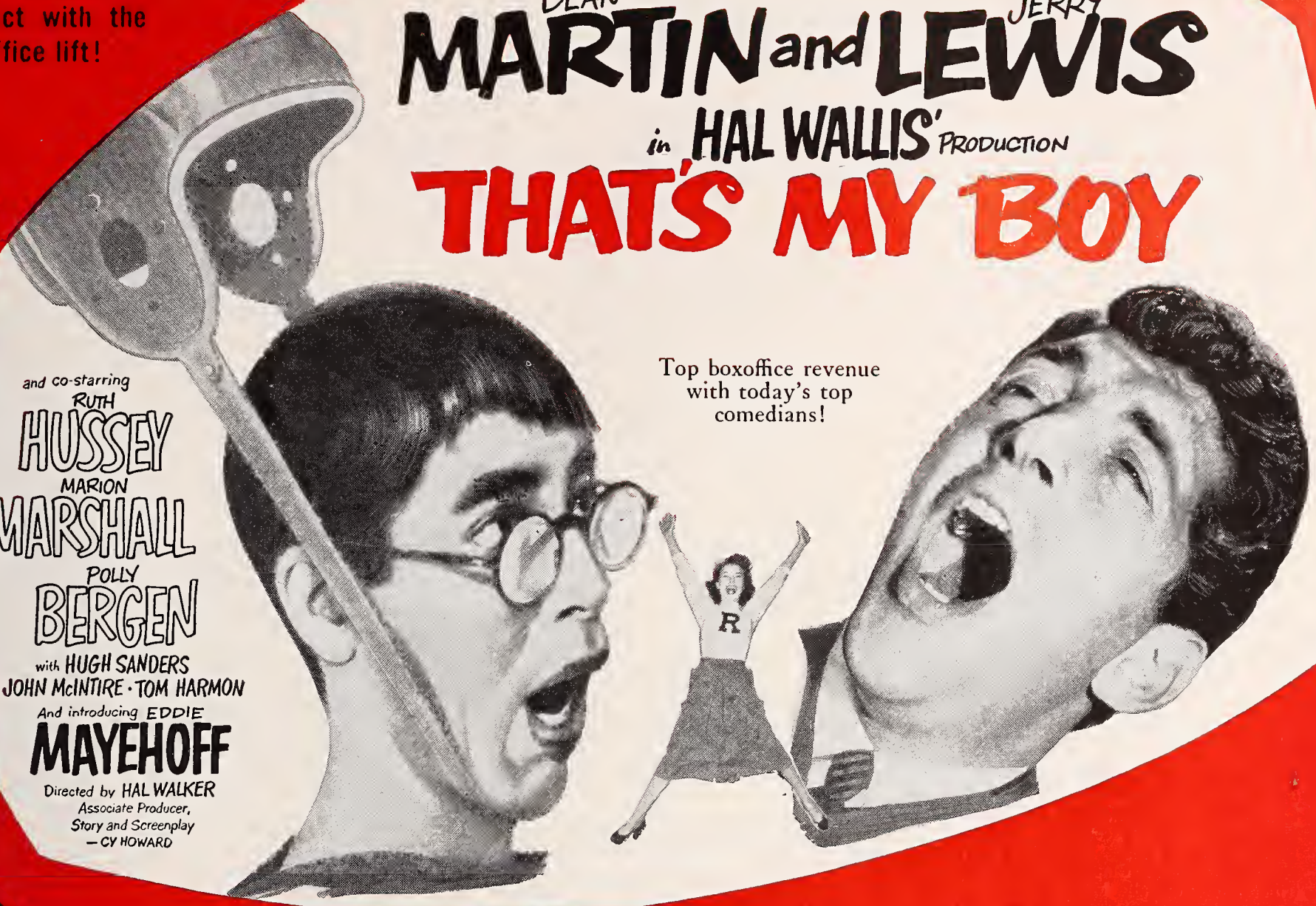
Story and Screenplay by Frank Gruber · Produced by Nat Holt

It's the 6-months quality-quantity product with the boxoffice lift!

DEAN MARTIN and JERRY LEWIS

in HAL WALLIS' PRODUCTION

THAT'S MY BOY



and co-starring
RUTH HUSSEY
MARION MARSHALL
POLLY BERGEN
with HUGH SANDERS
JOHN McINTIRE · TOM HARMON
And introducing EDDIE MAYEHOFF

Directed by HAL WALKER
Associate Producer, Story and Screenplay — CY HOWARD

Top boxoffice revenue with today's top comedians!



Big business with blazing action in today's hot-spot, China!

北平快車

PEKING EXPRESS

HAL WALLIS'
PRODUCTION STARRING
JOSEPH CORINNE EDMUND
COTTEN · CALVET · GWENN

with MARVIN MILLER · WILLIAM DIETERLE
Directed by
Screenplay by JOHN MEREDYTH LUCAS · Adaptation by JULES FURTHMAN · From a Story by HARRY HERVEY

High Court Quits Without Acting on Hughes' Stock Sale

WASHINGTON, June 4.—The Supreme Court put off until October action on Howard Hughes' appeal from the New York Statutory court decision giving him two years in which to sell his trusteed RKO Theatres stock.

The court quit for its summer vacation without any action on the Hughes' appeal. It will not meet again until the first Monday in October and won't act on any pending cases until the second Monday.

Meanwhile, over the week-end Hughes filed with the court a brief opposing the Justice Department's motion to affirm the New York court order. The government's argument, Hughes declared, "suggests no justification for the fact that under the order appealed from, appellant (Hughes) would be deprived of some millions of dollars of property without his consent and without lawful justification therefor."

Elman Sues M.P.S.C. For Breach-of-Pact

CHICAGO, June 4.—Suit has been filed in the Supreme Court of the State of New York by Henri Elman Enterprises, Inc., against Neil Agnew, Charles Casanave and Motion Picture Sales Corporation for alleged non-performance of contract. Elman Enterprises claims that it was granted exclusive Chicago area distributorship of all Motion Picture Sales releases for a period of five years dating from March, 1950. At that time Elman allegedly made a payment of $10,000 to secure the deal.

They further claim that distribution rights to the features "Volcano" and "Wicked City" were sold to Eagle-Lion in direct violation of this pact.

Through its attorneys, Lorenz, Finn, and Nobilette, Elman Enterprises is asking specific performance of the contract or $150,000 damages.

Eagle-Lion, which allegedly was notified of Elman's contract with MPS while negotiating for distribution rights to the two pictures, and United Artists, which has taken over the Eagle-Lion, also are named.

Park-In Appeal

(*Continued from page* 1)

that the appeal would not be heard.

This is the second loss Park-In has suffered in the Supreme Court. Once before it tried to get the high court to hear a case against E. M. Loew's Drive-In Theatres, Inc., but the court refused.

Park-In brought the current suit in 1947 for royalties under the Hollingshead patent. The lower courts ruled against Park-In on the ground the patent had been misused in that certain restrictions were put in the license, and Park-In asked the high court to overturn the lower court verdicts.

In contesting the appeal, Paramount-Richards said the patent involved expired May 16, 1950, and that in any event, it had been held invalid in the earlier Loew's case. Moreover, the circuit said, the lower court decisions "follow the well-established principles affecting patent misuse."

Reviews

"Warpath"

(*Paramount*)

NAT HOLT'S production, "Warpath," earns a major place in the current cycle of Indian pictures. Packed with action, splendidly mounted in lavish Technicolored outdoor scenes and Indian settings, skillfully directed by Byron Haskin for maximum impact at the climax, the film follows the pattern of its kind yet manages to escape the stereotype. Edmond O'Brien, Dean Jagger and Forrest Tucker are admirably cast in the leads, and redhaired Polly Bergen carries off the sole feminine role with honors. Exhibitors can count on this one to bring in the action-minded patrons and all who like a colorful pageant of frontier days.

The story centers around the Seventh Cavalry, a unit of Custer's command, but author Frank Gruber wisely avoids a re-hash of the famous "last stand" by engaging his characters in a battle apart from the massacre. O'Brien is an ex-captain who joins the Seventh after an 11-year search for bandits who killed his sweetheart with a stray bullet in a bank holdup. He knows his men are with the regiment but at first has no idea that they are Tucker, his domineering sergeant, and Jagger, the post storekeeper. Miss Bergen, Jagger's daughter, at last learns that her father and Tucker are the men O'Brien is seeking but she fears that O'Brien's obsession will blight the love he feels for her.

When Tucker realizes that O'Brien has guessed his identity, he deserts and Harry Carey, Jr., the commanding officer, sends O'Brien with a detachment to guard an emigrant train. Jagger, also fearful of O'Brien's vengeance, joins the train with his daughter. The trip, enlivened with fine shots of an Indian village, ends with the capture of the principals by Indians. Tucker, too, is a prisoner and it is he, with redeeming courage and sacrifice, who enables Miss Bergen, O'Brien and Jagger to escape. Tucker's act drives vengeance from O'Brien's mind and Jagger goes on alone to warn Custer of the massed Indians, where presumably he falls. O'Brien, who earns a commission, and Miss Bergen can then look forward to life together.

A lively pace is maintained throughout, with a number of Indian encounters and barrack-room brawls effectively used to carry the main story line. A large cast performs with competence, with Wallace Ford and Paul Fix as two privates deserving special mention. Chief Yowlachie is imposing as the Sioux leader.

Running time, 95 minutes. General audience classification. For August release.

V. O'B.

"As Young As You Feel"

(*20th Century-Fox*) *Hollywood, June 4*

WITH Monty Woolley, Thelma Ritter, Constance Bennett, Allyn Joslyn, Jean Peters, David Wayne, Marilyn Monroe and Albert Dekker turning in tip-top performances, producer-writer Lamar Trotti demonstrates here, as was done by the same studio in "Miracle on 34th Street," that when the comedy form is employed to make a serious point both the form and the point are beneficiaries, along with the audience. Superficially, and most amusingly, this is an up-to-date family-type comedy in which "Big Business" takes a ripe ribbing and the homey virtues win out over commercial considerations. Basically, however, it's a compelling document in proof of the contention that arbitrary retirement of workers on their 65th birthday is bad policy. Blended admirably in a suave and smile-studded script, these ingredients combine to make up a soundly amusing picture certain to give a good box-office account of its 70 minutes.

Under Harmon Jones' comprehending direction, Woolley plays a handpress operator who, finding himself automatically retired by his employing company at 65, decides to do something fundamental about the company rule which has ordained it. Investigating, he learns that the company is a remotely controlled affiliate of Consolidated Motors, whose president barely knows of the printing company's existence and who is unknown to the printing company's executives. Woolley masquerades as the absentee president, visits the print plant on a tour of inspection, orders the 65-year rule abolished, and winds up, without planning it, making a Chamber of Commerce speech which crashes front pages across the nation, confers great honor upon the man he's impersonating, and sends Consolidated stock zooming. What happens after that is to be seen, not synopsized. It is plenty.

Running time, 70 minutes. General audience classification. June release.

WILLIAM R. WEAVER

Charges 'Atom Man' Plagiarized Cartoon

An action charging copyright infringement has been filed in U. S. District court here against Columbia Pictures and others by Phillip Plotkin, cartoonist, who alleges that an illustrated character he registered in 1945 as "Atom Man" was plagiarized by the Columbia serial, "Atom Man vs. Superman," released last year.

Louis D. Frohlich of Schwartz and Frohlich, Columbia counsel, said rights to the title were obtained from National Comics, also named a defendant in Plotkin's action, and RKO theatres, which exhibited the serial.

Skouras, Justice

(*Continued from page* 1)

Fox consent decree. He would not discuss whether Skouras had asked for any last minute changes. "I assume the decree will go into court Thursday as we announced last week, and that's all I'm willing to say," he declared.

'Trio' a June Release

Paramount will generally release "Trio" during June, it was announced by A. W. Schwalberg, President of Paramount Film Distributing Corporation. The W. Somerset Maugham film was produced by J. Arthur Rank.

Ticket Pricing In Chicago Swings to Normal Once More

CHICAGO, June 4.—Bargain prices apparently are not the answer to the current box-office slump. The first break in the South Side price war came today as Richard Salkin, general manager of the Jackson Park, revealed that he is reinstating that theatre's normal scale of 40 cents afternoons, 60 cents evenings and children 20 cents.

The price "war," which has threatened to engulf the entire city, followed a drastic cut by the Jackson Park to 20-cent matinees and 40-cent evenings, with children nine cents at all times. With the Jackson Park the key theatre in the situation, local exhibitors can look forward to a restoration of normal scales in houses which have cut to keep their prices competitive.

Allied of Illinois

(*Continued from page* 1)

attention to theatres in trouble and that if a plea for a rental cut would help a distressed exhibitor and was found justified that company would help.

"Exhibitors the country over," wrote Kirsch, "can take encouragement from an article appearing in a recent trade paper wherein you were reported as stating that 20th Century-Fox would give sympathetic attention to all theatres in trouble and that if a plea for a rental cut would help a distressed exhibitor and was found justified your company would not turn a deaf ear."

Continuing, Kirsch wrote, "Recently another company (M-G-M) announced such a policy of helping distressed situations, which was warmly welcomed by the members of our organization, and I take this opportunity of congratulating you and your company for coming out publicly in assuring exhibitors that every effort will be made to keep their theatres open whenever and wherever the need arises."

"I am greatly concerned," he went on, "with the number of theatre closings that have taken place in the past few weeks and I am hopeful that this same spirit of assistance, to stem any further closings, will be shared by the other film distributors."

Promote Don Mack

Don Mack has been promoted to Chicago regional television sales manager of Filmack Trailer Co., it was announced here.

Ginsberg Joins NBC

(*Continued from page* 1)

ture industry. He will act in close association with John West, NBC vice-president in charge of West Coast operations, and presumably his headquarters will be in Hollywood.

Ginsberg has been identified with the motion picture industry for the past 30 years and was Paramount's vice-president in charge of studio production and operations for 11 years until his resignation last July. Previously he was vice-president and general manager of the Hal Roach and David O. Selznick organizations.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS	LIPPERT
Apr. 29	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51) WHEN THE REDSKINS RODE (Color) Jon Hall Mary Castle D—78 min. (Rev. 5/15/51) HER FIRST ROMANCE Margaret O'Brien Jimmy Hunt C—73 min. (Rev. 5/3/51) SMUGGLER'S GOLD Cameron Mitchell Amanda Blake D—64 min. (Rev. 5/15/51) SNAKE RIVER DESPERADOES Charles Starrett Smiley Burnette O—54 min. (Rev. 5/22/51)	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C—69 min. (5112) (Rev. 5/29/51)	BUCKAROD SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)	TOKYO, FILE 212 Florence Marly D—84 min. (Rev. 4/24/51)	(May Releases) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51) ON THE RIVIERA (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51) RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(Rob't. Stillman) TRY AND GET ME Kathleen Ryan Lloyd Bridges D—92 min. (Rev. 12/6/50)	(Wm. Dieterle) VOLCANO Anna Magnani D—110 min.	(May Releases) THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51) KATIE DID IT Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51) SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)		
May 6			BLAZING BULLETS Johnny Mack Brown O—51 min. (5142)	(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51) THE LAST OUTPOST (Color) Ronald Reagan Rhonda Fleming D—87 min. (Rev. 4/17/51)			(Doug. Sirk) THE FIRST LEGION Charles Boyer Lyle Bettger D—86 min. (Rev. 4/11/51)			I WAS A COMMUNIST FOR THE FBI Frank Lovejoy D—83 min. (Rev. 4/19/51)	DANGER ZONE H. Beaumont Edward Brophy D (Release: 4/20/51)
May 13		HOMETOWN STORY Donald Crisp Jeffrey Lynn Marjorie Reynolds D—61 min. (Rev. 5/8/51)	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)		BULLFIGHTER AND THE LADY Robert Stack Joy Page D—87 min. (5009) (Rev. 5/1/51)			(Irving Allen) NEW MEXICO (Color) Lew Ayres Marilyn Maxwell D—76 min. (Rev. 5/3/51)	(Herb. Wilcox) ODETTE Anna Neagle Trevor Howard D—105 min. (Rev. 1/4/51)			
May 20		GO FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	ACCORDING TO MRS. HOYLE Spring Byington D—60 min. (5122)		IN OLD AMARILLO Roy Rogers Penny Edwards O—67 min. (Rev. 5/22/51) WELLS FARGO GUNMASTER Allan "Rocky" Lane O—60 min. (Rev. 5/15/51)			(S. P. Eagle) THE PROWLER Van Heflin Evelyn Keyes D—92 min. (Rev. 5/2/51)			GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	PIER 23 H. Beaumont Ann Savage D—57 min. (Rev. 5/22/51) (Release: 4/27/51)
May 27			NEVADA BADMEN Whip Wilson O—58 min. (5152)		FUGITIVE LADY Janis Paige Binnie Barnes D MILLION DOLLAR PURSUIT Penny Edwards Grant Withers D—60 min. (Rev. 5/29/51)	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D—90 min. (Rev. 4/24/51)	(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—96 min. (Rev. 5/4/51)		(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51) HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D—77 min. (Rev. 5/11/51)		
June 3	(June Releases) LORNA DODNE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)	NIGHT INTO MORNING Ray Milland John Hodiak D—86 min. (Rev. 5/21/51)		(June Release) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)	FIGHTING COAST GUARD Brian Donlevy Forrest Tucker D—86 min. (Rev. 4/27/51)	HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D—76 min. (Rev. 5/23/51)	THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—92 min. (Rev. 3/6/51)		(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min. (Rev. 5/15/51)		ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)	ROARING CITY H. Beaumont R. Travis D (Release: 5/4/51)
June 10	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. CHINA CORSAIR Jon Hall Lisa Ferraday D	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)			JUNGLE HEADHUNTERS (Color) Documentary 66 min. (Rev. 5/15/51) BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)	AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD	(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min.	(Jack Schwarz) THE HOODLUM Lawrence Tierney D			KENTUCKY JUBILEE J. Colonna J. Porter M—75 min. (Release: 5/18/51)
June 17		EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min. (Rev. 5/29/51)	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C		SECRETS OF MONTE CARLO Warren Douglas Lois Hall D			(Danziger Bros.) ST. BENNY THE DIP Dick Haymes Nina Foch Roland Young CD—80 min.			INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)	
June 24	SILVER CANYON Gene Autry O	KIND LADY Ethel Barrymore Maurice Evans D	MONTANA DESPERADO Johnny Mack Brown O (5143)	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51) ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)			(July Releases) THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51) THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D	(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD		(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51) THE PRINCE WHO WAS A THIEF Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51) COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C		LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—85 min. (Release: 6/18/51) (Rev. 5/29/51)
July 1		STRICTLY DISHONORABLE Ezio Pinza Janet Lee CD						(John Arent) CAIRO ROAD Eric Portman D			STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker	
July 8	(July Release) SIROCCO Humphrey Bogart Lee J. Cobb D—98 min.	SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min.	YUKON MANHUNT Kirby Grant Chinook Margaret Field O (5123)			ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D		HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)				

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

4-Million Petition Against U.K. Tax

London, June 4.—Following the decision of the Bournemouth conference to intensify the campaign against the proposed admission tax increase, the Cinematograph Exhibitors Association presented a public petition signed by approximately 4,000,000 persons to Parliament today.

Amendments to the Finance Bill which would negate the government's proposals and would put in effect a new method of fixing the entertainment tax scale yearly are up for debate in the House of Commons tomorrow.

Para. Ends 3-Day Canadian Meeting

TORONTO, June 4. — Paramount's three-day Canadian sales convention held here at the Royal York Hotel, concluded over the weekend. With Gordon Lightstone, Canadian general manager, presiding, the delegates heard A. W. Schwalberg, Paramount Film Distributing Corp. president, declare his confidence in the ability of Paramount to meet any challenge the future might present.

In his address he stressed the importance of Paramount's new monthly "Merchandising" bulletin which, he said, "will serve a very useful purpose as a clearing house for ideas and suggestions to help promote the best interests of our customers.

Jerry Pickman, national director of advertising, publicity and exploitation, urged the Canadian men to join his department in a drive for maximum publicity on every release. He briefed the delegates on the advertising and exploitation plans envisioned for forthcoming productions. Oscar Morgan, general sales manager of short subjects and Paramount News, noted that there would be a total of 58 one reel shorts, 34 of which would be in Technicolor, and 52 issues of Canadian Paramount News. He then detailed the plans already set for the "Salute To Al Schwalberg" sales drive.

One of the highlights of the three-day meeting was a special luncheon held in honor of Schwalberg and attended by exhibitors, exhibitor organization executives and members of the trade press.

Compo Seminar

(*Continued from page* 1)

tion problems scheduled for July 23-25 in Hollywood.

The meeting was called to complete an agenda for the round-table conference and set up a formula of representation for the various exhibitor groups that will send delegates to the sessions. Two weeks ago, the seminar was postponed from June 11-12 to provide time for the exhibitor groups to consider those two items.

Trueman T. Rembusch, Allied president; Gael Sullivan, TOA executive director; Arthur L. Mayer, COMPO executive vice-president, and Robert W. Coyne, COMPO special counsel, will be among those on hand for today's meeting.

Reviews

"Four in a Jeep"

(Lazar Wechsler—United Artists)

SYMBOLIC of the strained relations that exist today between the U. S., Britain and France on the one hand and Russia on the other, this Lazar Wechsler production recounts the activities and adventures of four soldier-patrolmen—each from one of the four countries—in the international zone of post-war Vienna. The four make their daily rounds of the city in a jeep, and it is immediately apparent that the American, played by Ralph Meeker, and the Russian, Yoseph Yadin, have no liking for each other.

The producer of "The Last Chance" and "The Search" filmed his latest principally in Vienna's streets, which means that there is evident here that documentary-type verisimilitude for which Wechsler is noted. This factor, and the marquee attraction offered by star Viveca Lindfors are the primary exploitables, but there is something to be said, too, for Meeker, a former stage actor, whose blunt-talking role here conceivably could lead to a successful career in Hollywood.

The screenplay by Richard Schweitzer spotlights the anxiety and harassment undergone by a Viennese housewife, Miss Lindfors, following the escape of her husband, Hans Putz, from a Russian prisoner-of-war camp. Meeker, reflecting typical American willingness to help a lady in distress, finds himself in constant conflict with his Russian colleague, who is intent on trapping the husband when he arrives in Vienna. This moderately-paced offering takes on genuine excitement when the wife and husband attempt to escape the Russian when he traps them in the recesses of a bombed-out building, while Meeker seeks to engage his jeep companion in hand-to-hand combat. Competent in supporting roles are Michael Medwin as the British patrolman, Dinan as the French soldier and Paulette Dubost as the latter's unpredictable wife. Direction by Leopold Lindtberg and photography by Emil Berna are good.

Running time, 97 minutes. General audience classification. Release date, Aug. 24.

CHARLES L. FRANKE

"The Texas Rangers"

(Edward Small Productions-Columbia)

POST-Civil War lawlessness that flowered in the Southwest again provides the basic material for this Edward Small production which uses Supercinecolor and action aplenty to concoct a superior Western. Producer Bernard Small and director Phil Karlson give the familiar story solid production values and a hard-riding, fast shooting cast backs them up.

A tribute to the Texas Rangers, the picture tells of the exploits of ranger George Montgomery, who captures a gang which includes celebrated outlaws like Sam Bass and the Sundance Kid. Montgomery and Noah Beery, Jr., former Confederate cavalrymen are paroled from the state prison so they can join the Texas Rangers in their all-out war against the state's leading outlaws. Montgomery joins the gang, pretending he has reverted to crime. He helps them plan a $1,000,000 train robbery and though his plans go awry, he succeeds in the end, with but minor help from the other Rangers, in rounding up the entire gang.

Richard Schayer's screenplay, from a story by Frank Gruber, includes a dash of romance with the infrequent appearances of Gale Storm, a newspaper publisher. Others in the cast are Jerome Courtland, William Bishop, John Litel, Douglas Kennedy, John Dehner, Ian MacDonald, John Doucette, Jock O'Mahoney, Joseph Fallon, Myron Healey, Julian Rivero, Trevor Bardette, Stanley Andrews and Edward Earle.

Running time, 68 minutes. General audience classification. June release.

Republic, AFM

(*Continued from page* 1)

AFM, but Petrillo told the convention that a deal concluded with the company calls for payment to the musicians of five per cent of the gross of old pictures sold to TV, if the films contain music, and payment of regular musicians' scales if those films are provided with new music soundtracks.

The AFM president reported that a percentage of the gross of Republic films shown on television will be paid into a new musicians' trust fund. The ceiling put on such payments, he added, is $25,000 a year.

Republic's aim in the negotiations was to pay a flat sum to the AFM in connection with the sale of films with music to TV, according to Petrillo. The contract which was signed, however, conforms more to the union's aim at getting "fresh work" for the musicians, the AFM president said, since old sound tracks can be dropped in favor of new ones freshly made.

A treasurer's report issued coincident with the opening of the convention disclosed that AFM receipts for 1950-51 totaled $1,513,731.

Six Labor Groups

(*Continued from page* 1)

to risk losing their price control exemptions. The employer organizations are expected to have observers present, however, and may file written briefs later. Such briefs can be filed up to June 15.

Labor spokesmen who have asked to be heard and have been listed for the hearings are: Frank Murdock, general counsel of the IATSE; Roy Brewer, representing the IATSE in Hollywood; Robert W. Gilbert, for the AFL Film Council; George Heller, executive secretary of the Television Authority; A. Frank Reel of the American Federation of Radio Artists, and David Beznor of the Colosseum of Motion Picture Salesmen.

Indications are that all the film union spokesmen will be heard tomorrow afternoon.

The Board also named the other members of the six-man panel which will hold the hearings and make recommendations to the full wage board. Industry representatives will be Fred R. Rauch of the Cincinnati Gas and Electric Co., and Irvin Shapiro, Boston attorney. Labor representatives will be Stanley Ruttenberg of the CIO and Woodruff Randolph of the International Typographers Union. The two public members of the panel had been announced previously.

E. R. Holtz Renews Campaign on FCC's TV Licensing Policy

WASHINGTON, June 4.—Detroit exhibitor E. R. Holtz today renewed his appeal to the Federal Communications Commission to backtrack on its recent report on licensing policy.

Holtz, who has wired the Commission several times in protest against the report and who has made one previous visit here to confer with FCC officials, met today with FCC general counsel Benedict Cottone. After a lengthy session in which Holtz, president of the Riviera Annex Theatre Co., outlined to Cottone some of the simple economic facts of the motion picture business, the FCC official asked Holtz to follow up his arguments later in a written statement.

A letter from T. J. Slowie, FCC secretary, revealed that only one television station now in operation is licensed directly to a film producer, Paramount Television Production's Los Angeles station. And, the letter from Slowie to Holtz said, Paramount is also the only major producer with an application for a TV station now pending. Other pending applications, the letter noted, are from Mary Pickford Rogers and Bing Crosby. "If that's all the producers in television or asking to get in," Holtz declared, "the report certainly does a lot of shouting over nothing."

Set Meet with FCC

(*Continued from page* 1)

before the Commission it has been reported, until stockholders of both firms approve the deal.

A Justice Department spokesman said today that the anti-trust division is "keeping an eye" on the proposed UPT-ABC merger, but he refused to amplify on the statement, or give any details as to what investigation or study the Department is making of the deal.

The United Paramount Theatres board of directors will meet here tomorrow to act on the proposed merger with ABC and to set a date for a stockholders meeting. The ABC board has already approved the deal but no meeting date for its stockholders has been set.

'Bowery Boys' Series Bought by Monogram

HOLLYWOOD, June 4.—Monogram has acquired independent producer Jan Groppo's "Bowery Boys" series, which it has distributed for the past six years, together with his contracts with Leo Gorcey and Huntz Hall, and will continue the series under its own administration. Grippo, who will retain his rights in pictures previously filmed, plans to reenter production under other auspices following a European vacation.

Starr to Do Preview

Broadway and Hollywood commentator for WINS Martin Starr will handle a special preview broadcast of "The Hollywood Story," tonight from 8:30 to 9:00 P.M., interviewing stars Shelly Winters, Charles Coburn.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 109 NEW YORK, U. S. A., WEDNESDAY, JUNE 6, 1951 TEN CENTS

Balaban Calls Trust Suits Business Foe

Hit Grosses Harder Than TV, Stockholders Told

Television has been "only a contributing factor" in the business decline experienced by the film industry, while the disruption in traditional releasing schedules arising from anti-trust litigation has been "of considerable influence," Barney Balaban, Paramount Pictures president, declared in an address before the annual meeting of company stockholders here yesterday.



Barney Balaban

Describing the company's economic position as "more solid" at present than it was

(*Continued on page 6*)

Elect Para. Board; Treasury Stock Cut

The annual meeting of Paramount Pictures stockholders, held at the home office here yesterday, reelected a board of 14 directors. It also authorized the amendment of the certificate of incorporation to eliminate 342,694 shares of common stock held in the treasury, thereby reducing the capital of the company by an amount equal to the aggregate par value of the eliminated shares. The shares had been

(*Continued on page 6*)

No Cuts Indicated For Para. Salaries

The total of salaries paid Paramount Pictures' officers is less than half the total that any other distribution company pays its officers, Paramount's stockholders were informed yesterday in explanation of the reason why cuts in officers' remuneration have not been instituted. Twentieth Century-Fox recently arranged for reductions of from 25 to 50 per cent in its officers' and executives' salaries.

(*Continued on page 6*)

1st Exclusive Theatre TV Network To Be Launched by Joe Louis Fight

A group of motion picture theatres, made up of Paramount, Loew's, RKO Theatres and Fabian circuits, has bought exclusive TV and radio rights to cover next Wednesday's heavyweight fight between Joe Louis and Lee Savold at New York's Polo Grounds.

The bout will not be put on the air at any point, but will be relayed by coaxial cable directly from cameras at the ringside to the large screens of theatres in several cities. A condition of the arrangement, however, is that the fight will not be exhibited in theatres in New York and adjacent areas.

Nathan L. Halpern, representing the theatre companies that will show the fight, said that the contract also covered additional outdoor fights to be staged in the summer. "This will mark the historical first network of theatre television," he declared.

No financial details of the arrangement were made public. Halpern said of the 13 theatres outside New York equipped with theatre TV, the fight will be shown in theatres in Washington, Baltimore, Albany, Cleveland, and Chicago.

Film, TV, Radio Unions Ask Wage Control Exemption

WASHINGTON, June 5.—Spokesmen for unions in the film, radio and television industries today urged a special six-man Wage Stabilization Board panel to exempt their members from federal wage controls.

Among those testifying in an all-day session which ran until six in the evening were representatives of IATSE, the AFL Film Council, the Colosseum of Motion Picture Salesmen, the International Association of Machinists, the American Federation of Musicians, Television Authority and the American Federation of Radio Artists.

All took the same broad stand: that the panel should find that Congress, in writing the Defense Production Act, intended to exempt from wage controls workers in industries whose prices are exempt from price control, and that if the panel could not place such an interpretation on the act, it should nevertheless as a matter of

(*Continued on page 7*)

AFL's Green Urges Admissions Control

WASHINGTON, June 5.—The American Federation of Labor today urged Congress to bring under "some type of Office of Price Stabilization regulation" film admissions and prices of other items now exempt from price control.

Testifying before the House Banking Committee, AFL president William Green said that while the list of items exempt from price controls is comprised of many small individual items, they add up together to almost 15 per cent of the average family budget. Motion picture admissions account for 2.2

(*Continued on page 7*)

O'Hara is Elected A 'V.P.' of MPEA

Joyce O'Hara, who has been substituting for Eric A. Johnston as chief executive of the Motion Picture Association of America, was named a vice-president of the Motion Picture Export Association at an MPEA board meeting here yesterday. The meeting reelected all incumbent officers. O'Hara is a vice-president of the MPAA.

Those continued in office at the MPEA include: Eric Johnston, president, (now on leave); Irving Maas and John G. McCarthy, vice-presi-

(*Continued on page 7*)

Pa. Exhibitors Hit 'Unfair' Film Terms

PHILADELPHIA, June 5. — "Unfair" film rentals and playing terms were protested by 85 exhibitors representing at least 175 theatres in this area at a meeting here today under the auspices of Eastern Pennsylvania Allied.

Participants included non-Allied as well as Allied members. Sidney E. Samuelson, president and general manager of the Eastern Pennsylvania unit, told the meeting that 10 per cent of the theatres in this area had been forced to close during the past four months. In the same period, "two

(*Continued on page 6*)

Set Delegates, Agenda for Coast Seminar

Limit Is 35 Exhibitors; 4 Days for Compo Meet

Exhibitor representation to the Council of Motion Picture Organizations' Hollywood seminar on production next month and an agenda for the round table discussions were decided upon yesterday by COMPO officers and representatives of leading exhibitor organizations at an all-day meeting at the Hotel Astor here.

The group decided to add an extra day to the seminar sessions, making the date July 23-26 inclusively, and an executive board meeting of COMPO was set for the night of July 23.

The controversial question of the number of exhibitor delegates to the seminar, one of the questions which caused the postponement from June until July, was settled with an agreement to invite two from each of the 10 charter members of COMPO, with

(*Continued on page 7*)

N. Y. Variety Club Drive for Funds

The Variety Club of New York is about to launch a campaign to raise funds needed to continue, and eventually expand its present welfare program, Fred J. Schwartz, chief barker, reported here yesterday.

The drive committee consists of Schwartz, Edward Lachman, and Max Wolff co-chairmen, Harry Brandt, Leo Brecher, Robert Christenberry, Max A. Cohen, Oscar A. Doob, Russell

(*Continued on page 6*)

Writers Advised Not To Take Pay Cuts

HOLLYWOOD, June 5.—Following an emergency meeting here, the Screen Writers Guild board has telegraphed all members employed at the 20th-Fox studio urging them not to accept salary reductions proposed by the company on the ground that "it is the considered opinion of your officers and board that such action is "unilateral" and "the Guild considers this a deeply serious matter and one that can only

(*Continued on page 6*)

Personal Mention

TRUEMAN T. REMBUSCH, president of Allied States Association, is in New York from Indianapolis.

•

W. F. KELLEY, secretary-treasurer of the Motion Picture Research Council, Inc., Hollywood, has been awarded a certificate of service by the American Standards Association in recognition of his work in the development of American Standards.

•

JOHN G. MCCARTHY, vice-president of the Motion Picture Association of America, MRS. MCCARTHY, and SPENCER TRACY are due to arrive here from Europe today aboard the S.S. *Queen Elizabeth*.

•

ALAN S. GOODFIELD, son of IRVING GOODFIELD of Apeda Studios, theatrical photographers, will be married to JANET JOAN ROSE tomorrow at Sherry's.

•

JACK LEVIN returned to New York yesterday from Montreal where he was the guest for five days of the province of Quebec.

•

PETE T. DANA, Universal Pictures Eastern sales manager, is due to leave here today for Buffalo, Oneida and Pittsburgh.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, is scheduled to leave here today for Kansas City.

•

HENRY BARUCH, of 20th Century-Fox's home office publicity department, has announced his engagement to PATRICIA WASHER.

•

ARTHUR HORNBLOW, JR., M-G-M producer, left here yesterday for the Coast.

•

BOB HOPE is due to arrive in Hoboken, N. J., today aboard the S.S. *Nieuw Amsterdam* from Europe.

•

J. CHEEVER COWDIN is in Hollywood from New York.

3-Theatre World Premiere for 'Ace'

Paramount will hold a three-theatre world premiere of Billy Wilder's "Ace in the Hole" in Albuquerque, N.M., on June 14, it was announced here by Jerry Pickman, director of advertising publicity.

The theatres are the Kimo, Sunshine and State, operated by the Interstate Circuit, which is cooperating in the premiere plans with members of the Paramount home office.

Party for 'U' Starlets

Tony Curtis and Piper Laurie, top additions to Universal's roster of "new faces," will be introduced to the press at a cocktail party at the Stork Club here today. They recently completed co-starring roles in the Technicolor production of "The Prince Who Was A Thief."

Chicago Night-Owls Flock to "Thing"

Chicago, June 5. — Added evidence that there are plenty of theatre customers to be had:

The Woods Theatre in the Loop here opened with "The Thing" at midnight last night. At 1:30 A.M. this morning there were holdouts and by 8:00 A.M. 2,300 ticket buyers had entered the theatre, according to Ralph Smitha, Essaness general manager. Business was good throughout the day.

Monogram Will Not Rush Into Video

HOLLYWOOD, June 5. — Monogram's financial position, as indicated by its recent financial statement that showed a net profit of $258,118 for 39 weeks, is such that the management is under no pressure to decide quickly whether and to what extent it will avail itself of the re-sale possibilities of its older releases for telecasts.

Monogram president Steve Broidy today told MOTION PICTURE DAILY that finalization of a television arrangement with the American Federation of Musicians places the company in a strategically favorable position with respect to the video market, but that it does not necessarily indicate that steps will be taken immediately for the release of its product for telecasts.

Broidy said the management will explore the whole matter thoroughly before making a move and expects to disclose its decision by the end of the month.

Republic Studio Officials Weigh Use of Old Films for TV

HOLLYWOOD, June 5. — Although negotiations between the American Federation of Musicians and Republic had been going on for nearly two years before AFM president James Petrillo announced the consummation of a deal, the extent to which the company will utilize television for disposing of old pictures will not be known until studio executives have weighed the market potential against the conversion costs entailed, it was indicated.

Definitive conclusions as to the company's policy will not be reached for three or four weeks, it is understood.

Tatum, Felix in ABC Coast Posts

Donn B. Tatum has been appointed director of television for American Broadcasting's Western division with headquarters in Hollywood, and Ernest Felix has been named acting manager of the network's Western division, it was announced here yesterday by Robert E. Kintner, ABC president. Tatum replaces Richard A. Moore, who has resigned to join the Los Angeles *Times*.

Mayer, Youngstein, Myers to Attend Virginia MPTA Meet

RICHMOND, Va., June 5. — Final plans for the summer meeting of the Virginia Motion Picture Theatres Association have been completed, according to Carlton Duffus, executive secretary. The meetings will be held in the Jefferson Hotel here June 18-20.

Guest speakers will include Arthur Mayer, executive vice-president COMPO, who will speak on his organization; Edith Lindeman, amusement editor of the Richmond *Times Dispatch*, who will speak on "A Critic Looks at Pictures; George Murphy, M-G-M star, on "Hollywood's Job"; Max Youngstein, vice-president of United Artists, on "The United Artists' Story;" Abram Myers, general counsel, Allied States Association, on "What an Exhibitor Organization Means," and Martin Bennett, RCA Eastern division sales manager, on "Television."

Other Agenda Items

Also on the agenda are reports by MPTA president, W. F. Crockett, and counsel Robert T. Barton plus a closed meeting on film practices, a drive-in discussion, and a business meeting for the election of the Board and officers and a sightseeing tour for wives of exhibitors. The meeting will end with a cocktail party sponsored by Frank Wolfe, Jr. and Alexander Film Co. and a dinner-dance.

Florida TOA Wins Legislative Drive

Gael Sullivan, Theatre Owners of America executive director, reported here that he has been informed by the TOA Florida legislative committee that the group has succeeded in preventing the enactment of legislation unfavorable to the industry. The Florida legislature adjourned last weekend.

Tenn. TO Meets June 13

CHATTANOOGA, June 5.—The Tennessee Theatre Owners Association's board of directors will meet at the Gayosa Hotel in Memphis on Wednesday, June 13 and the general membership will meet on the following day at the same place. Gael Sullivan, executive director of the Theatre Owners of America, New York, will be the guest speaker at the closing banquet on the second day.

Hitchcock to Tour For Warner Film

Alfred Hitchcock will embark on a cross country trip to 12 selected key cities for press, magazine and radio interviews in advance of playdates for "Strangers on a Train," a Warner production directed by him. He will be accompanied by Graham Wahn, of Warner's home office publicity department.

Hitchcock's first stop on the tour, which was arranged by Mort Blumenstock, Warner advertising publicity head, will be in Boston where he arrives on Friday, June 15.

Newsreel Parade

UN troops are again shown crossing the 38th parallel in Korea. Other key items depict scenes of Italians' anniversary in Rome, the last reunion of Confederate veterans, Midshipmen graduating, Acheson testifying, among other subjects. Complete text follows:

MOVIETONE NEWS, No. 46—UN blasts Reds above parallel. Iraq Jews reach promised land. Italians parade on anniversary. "D.P.'s" enlist in U.S. Army in Germany. Flying-whale troop plane. Confederate vets hold last reunion. Middies graduate at Annapolis. Sports: Celebrities play golf for charity. Chariot racing revived in Rome, Auto dare-devils in bang-up show.

NEWS OF THE DAY, No. 280—Marshall hails victory in Korea. Acheson defends Far East policies. Italy's new strength. Mass gathering of "men-in-gray." Celebrity golf. Dare-devil drivers. Chariot racing thrills Romans.

PARAMOUNT NEWS, No. 83—Graduation day at Annapolis. Man attends his own funeral. People you are reading about: Secretary Acheson, General Bradley, Pope Pius. Report from Iran: Hope rises for a peaceful settlement.

TELENEWS DIGEST, No. 23A — UN forces cross the parallel. U.S. Army adopts napalm bomb in Korea. Eisenhower inspects Norwegian troops. Arab citizens of Israel. Memorial Day in Japan. Margaret Truman arrives in England. Fanny Brice's funeral. Sports: the Steel Cup regatta.

UNIVERSAL NEWS, No. 462—Acheson testifies. Truman, an artist. Bradley and Eisenhower. Canned milk. Annapolis graduation. Victory parade in Italy. Car fence. Sports: Chariot races. Auto dare-devils.

WARNER PATHE NEWS, No. 85—Celebrities' golf tournament. The war in Korea. Air Forces' newest delta wing jet. Nation honors Confederate veterans. Britons relax at Festival. Senate probe hears Acheson. General Bradley in France. General Collins in Germany. Virginia Mayo, "three-dimensional queen." Auto dare-devils' international championships.

Services Held for Allied's Rosenberg

PITTSBURGH, June 5.—Funeral services were held here today for M. A. Rosenberg, seventh president of national Allied States Association, who died yesterday morning after a lengthy illness.

He was president of Allied of Western Pennsylvania for nine years and then became board chairman. In 1942 Rosenberg was drafted to serve as president of Allied States. Never a candidate, he agreed to serve only after the board had pleaded with him to do so. He served for two terms during World War II. In recent years he has operated the Parkway and Colony theatres in McKees Rock, Pa. He retained an active interest in exhibitor organization affairs as long as his health would permit and he retired from Allied's board only a few years ago.

Abrahams' Son-in-Law

HOLLYWOOD, June 5. Sanford Abrahams, Monogram executive, today was notified that his son-in-law, PFC Richard L. Yates, has been killed in action in Korea.

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GO FOR HOLD-OVERS!

EXTRA WEEKS IN 9 OUT OF 10 FIRST DATES!



Big Week
Capitol, New York

3rd Big Week
Philly

3rd Big Week
State, Los Angeles

3rd Big Week
Egyptian, Los Angeles

2nd Big Week
Wash., D. C.

4th Big Week
Hawaii

2nd Big Week
Long Beach, Calif.

2nd Big Week
Houston, Texas

2nd Big Week
Atlanta

BIGGEST OF YEAR AT CAPITOL, NEW YORK AS CRITICS CHEER!

Discriminating N.Y. critics say:

"Irresistible entertainment! As stirring as the music of a parade band!"—*HERALD TRIBUNE*

"Deserves the highest praise!"—*TIMES*

"First-rate entertainment . . . thrills . . . human touches . . . humor!"—*POST*

"Impressive tribute to courage and heroism!"—*JOURNAL-AMERICAN*

"Realistically and excitingly staged . . . a rousing tribute!"—*WORLD-TELEGRAM*

"Exciting film!"—*MIRROR*

"Superior to 'Battleground'!"—*COMPASS*



M-G-M's "GO FOR BROKE!" HOLDING EVERYWHERE!

Extra! Press-Time! 2nd Weeks at Seattle, South Bend, Minneapolis and Charleston, W.Va.

Springfield, Mass. doing "Annie Get Your Gun" biz.

Los Angeles State Theatre is enjoying "Annie" biz!

Long Beach, Cal. tops wonderful "Annie."

Bremerton, Wash. opening tops "Battleground."

Miami, Fla. opening is a few dollars under "Battleground."

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"GO FOR BROKE!"

STARRING

VAN JOHNSON

and **THE HEROES OF THE 442nd REGIMENTAL COMBAT TEAM**

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Produced by **DORE SCHARY**

Here's the Ace
of Paramount's

MORE, BETTER, BIGGER PICTURES

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"Socks across his role in fashion of 'Champion'"
(Daily Variety)

in

ACE IN THE HOLE



with

JAN STERLING

reaching stardom "in fine performance." —*Variety*



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POTENT	SHOCKING	EXCELLENT
ACE	FORCEFUL	VIVID
RUGGED	EMOTIONAL	STRONG
REALISTIC	TERRIFYING	BEST
—Exhibitor	*—M. P. Daily*	*—Film Daily*

WOMAN'S SLANT

"Gals will adore Douglas. He makes Cagney and Bogart look like sissies."—*Columnist Dorothy Kilgallen*

BOXOFFICE SLANT

"Will do strong business."—*Variety*

BOB ARTHUR · PORTER HALL

Produced and Directed by

BILLY WILDER

WRITTEN BY BILLY WILDER, LESSER SAMUELS AND WALTER NEWMAN

And Here's the Ace Campaign of Paramount's Famed Pre-Selling

38-city advance tour by special representative in the most concentrated effort since "Samson and Delilah."

Pocket Preview booklet (stills and script excerpts) mailed to 7,500 public-opinion molders.

National ads in Life, Look, Collier's and Saturday Evening Post, plus complete fan schedule.

Kirk Douglas cross-country tour to meet the press.

Jan Sterling visit to New York for unprecedented magazine, press and radio build-up.

"Location" World Premiere in Albuquerque (where picture was filmed.)

Five months of advance screenings to set summer-long publicity breaks on coast to coast scale.

Special TV trailers.

Unusual exploitation material, now in hands of Paramount's field representatives.

—and many other ticket-selling aids set up for every type of situation.

4 Warner Houses Drop Matinees

Washington, June 5.—Warner Brothers is dropping matinees in four theatres here. The four are the Beverly, Calvert, Sheridan and Kennedy.

At the same time, Warners announced that Nat Glasser, Maryland district manager, has resigned. Glasser has been with the organization for 31 years. Rumors that other shifts and retirements were in the offing were denied by zone manager George Crouch.

Elect Para. Board

(*Continued from page* 1)

purchased on the open market by the company.

By the elimination of shares and reduction of capital, there will be added to the capital surplus of the company and made legally available for any purpose for which surplus may be used, "a number of dollars as is equal to the number of shares eliminated."

The reelected directors, who will hold a board meeting next week presumably for the purpose of electing officers, include Barney Balaban, president; Y. Frank Freeman, production vice-president; A. Conger Goodyear, Gaylord Container Corp.; Stanton Griffis, U.S. Ambassador to Spain; Duncan G. Harris, Brown-Harris-Stevens, Inc.; John D. Hertz, Lehman Brothers; Austin C. Keough, Paramount vice-president and general counsel; Earl I. McClintock, Sterling Drug, Inc.; Fred Mohrhardt, Paramount treasurer; Maurice Newton, Hallgarten and Co.; Paul Raibourn, Paramount vice-president; Edwin L. Weisl, Simpson, Thacher and Bartlett; George Weltner, Paramount International president; Adolph Zukor, Paramount board chairman.

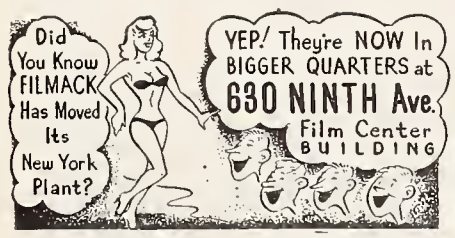
Para. Salaries

(*Continued from page* 1)

Replying to questions put by stockholders at their annual meeting here yesterday, Balaban pointed out that his present annual salary $104,000, is less than half what it was in 1949 before the divorcement of the picture and the theatre companies. The proxy statement issued in conjunction with the stockholders meeting lists the total of salaries paid in 1950 to all Paramount directors and officers as $951,850.

Schwartz Is Shifted

ALBANY, N. Y., June 5.—Herbert Schwartz has been transferred by Columbia from Cincinnati to Albany as salesman succeeding Kenneth Yale, who resigned to enter business in New York. Louis Gonick, formerly of Boston, joins the local Columbia sales staff.



Balaban on Trust Suits

(*Continued from page* 1)

about a year and a half ago, Balaban reported that domestic revenues are holding up at about the same level as the second quarter of 1950.

Foreseeing more employment and hence more expendable public income and less available consumer goods in consequence of the defense production program, the Paramount president told the meeting: "In common with other industries which were adversely affected by the extraordinary post war demand for consumer hard goods, we look for a reversal of this trend during the last six months of this year as the defense program accelerates."

Balaban pointed out that the company's earnings for the first quarter of this year were $1,411,000 against $1,441,000 for the corresponding period of 1950. He cited the improvements in foreign revenue as a credit factor, whereas higher production costs and increased taxes are debit factors.

At this time, Balaban said in reply to a stockholder's question, Paramount has between $4,000,000 and $5,000,000 blocked abroad, with between four and five million pounds frozen in England. He added that he expected that within 30 days a flow of remittances from Italy will start in consequence of the signing recently of the Italo-US film pact.

In indicating anti-trust litigation consequences as being of "considerable influence" in the business decline, Balaban said: disrupted releasing schedules have "upset the habits of moviegoers and seriously affected box-office receipts. I dare say that each of these three factors: television, a changing economy and disrupted releasing schedules, has contributed its share to the decline in box-office receipts."

Balaban cited Paramount's activities in the field of television, including the 50 per cent interest the company holds in Chromatic Television Laboratories and the half interest it has in International Tele-meter Corp., and said the film company is "convinced that the mutual benefits to be derived from the constructive association of the motion picture and television industries will result in better entertainment for the public." He recited the facts which have been published regarding the video tube being developed by Chromatic and said a public demonstration of the tube will be held shortly.

During the question-and-answer period which followed Balaban's address, Benjamin Corey, a minority stockholder and former employee in the Paramount television technical research department headed by Richard Hodgson, now Chromatic president, arose to claim that "bungling" in the department resulted in a loss to stockholders of $4,000,000. Balaban discounted the claim but indicated he would look into the charge. Corey, who had been discharged by Hodgson, now heads Trans-Electron Laboratories, a firm operating in Massachusetts.

Hodgson reported, in connection with a defense of his department's operations, that during the last seven years Paramount spent $1,500,000 on television research.

A number of stockholders arose from time to time during the meeting to compliment Balaban on his achievements as company president and to express "unconditional confidence" in the management. One urged Balaban to exercise his stock options as a demonstration of confidence in the company, and the Paramount president said he intended to do so in the near future.

Variety Club Drive

(*Continued from page* 1)

Downing, S. H. Fabian, Theodore R. Gamble, William J. German, Nat Harris, Jules E. Ligget, Maurice Maurer, Lee W. Newburry, Arthur M. Rapf, Walter Reade, Jr., Irving Renner, Sam Rinzler, Sam Rosen, Michael Ruden, Edward H. Rugoff, Sol Schwartz, George P. Skouras, Saul Strausberg, Gael Sullivan, Dick Walsh, Robert M. Weitman and Earl Wilson.

The drive will terminate in the fall with a party to be held at the Astor Hotel. Winners of the 1951 Variety Club welfare awards, pivotal point of the campaign, will be named at this affair. The awards will consist of a Cadillac sedan, a Hudson convertible, a Ford Victoria, two RCA-Victor TV consoles and several season passes from major motion picture theatre circuits in the Metropolitan area.

Although the drive will be aimed principally at raising money within the motion picture and allied industries, the general public will be given an opportunity to participate.

Avert Dublin Strike

DUBLIN, June 5.—A tentative agreement has postponed a strike of theatre employes here, scheduled for last Sunday. Both representatives of the union and exhibitors agreed on a cost-of-living wage boost, subject to approval by the membership of each group.

Writers Advised

(*Continued from page* 1)

be dealt with by concerted action". The wire said the Guild officers are meeting with officers and other talent guilds and, additionally, are in consultation with the Authors League of America, the Dramatists Guild, Authors Guild, and the Radio Writers Guild.

The Guild took the position that Fox, in asking certain free lance writers to take a reduction on the same basis as contract writers, had made the issue industry-wide.

Pa. Exhibitors

(*Continued from page* 1)

or three" drive-ins had been opened, he said.

Results of a ballot on the "most unpopular" film company taken at the meeting are being withheld until the general sales head of the company has been notified. The sales executive will be invited to meet with the exhibitors to discuss grievances, it was announced.

Studio Pay Rises

HOLLYWOOD, June 5.—Studio crafts workers averaged $104.66 weekly during April, up 62 cents from March, which compares with $97.42 in April 1950, the California Department of Industrial Relations reported in a statement.

NEWS in Brief . . .

S. H. Fabian, president of Fabian Theatres, has been elected chairman of the Business Men's Council of the Federation of Jewish Philanthropies of New York, the nation's largest private philanthropy supporting local health and welfare services, it was announced here yesterday by Milton Weill, president of the Federation.

Fabian succeeds Weill, who relinguished the chairmanship of the council upon his election to the Federation presidency in April.

•

WASHINGTON, June 5.—Trust accounts of Jack Cohn purchased 2,000 shares of Columbia Pictures common during April, bringing their total holding to 23,557 shares, according to the latest report of the Securities and Exchange Commission on trading by officers and directors in film company stocks. Cohn holds 43,624 shares additionally outright. The report also revealed that Abe Schneider, company treasurer, gave away 300 Columbia shares and bought 300 shares, leaving his total at 8,466 shares and options for 12,500 more.

At Universal, John J. O'Connor, vice-president, sold 100 shares at 4¼ per cent cumulative preferred, leaving him with 100 preferred and 100 common shares. Fred L. Metzler bought 10 shares of 20th Century-Fox common, his entire holding.

•

HOLLYWOOD, June 5.—H. L. Frost, formerly circuit sales manager for M-G-M in the Milwaukee-Chicago area, has been appointed by Monogram and Allied Artists to head their Kansas City branch, it was announced here yesterday by Harold Wirthwein, Western sales manager. The appointment is effective June 18.

Frost replaces T. R. Thompson, who resigned.

•

HOLLYWOOD, June 5.—The conclusion of distribution arrangements whereby Fidelity productions will be released by Warner Brothers has been announced in a joint statement by Jack L. Warner, executive producer for WB, and A. Pam Blumenthal, chairman of the board of directors of Fidelity Pictures Inc.

•

Dick Weaver has been appointed advertising-publicity director of Armand Denis Productions, by Armand Denis, president of the company which specializes in producing jungle pictures.

Weaver will also act as personal representative for both Denis and his wife, Michaela Denis, who is associated with the company in an executive capacity. The Denis' leave soon for their headquarters in Nairobi, Kenya Colony, Africa. Weaver will make his headquarters in New York.

•

The appearance of Randolph Scott will highlight the special activities set in motion by Mort Blumenstock, Warner vice-president in charge of advertising-publicity, for the world premiere of "Fort Worth," in which Scott is starred with David Brian and Phyllis Thaxter, at the Worth Theatre, Fort Worth, next Wednesday.

Following the premiere, the picture will open in an all-time record number of bookings in the Southwest, in 500 theatres in Texas, Tennessee, Arkansas, New Mexico and Oklahoma.

Wages

(*Continued from page* 1)

publie policy recommend exempting such workers. They argued it was not fair for workers to be eontrolled when their employers were not.

No employer witnesses have asked to appear, and today's testimony marks the end of the film-radio phase of the hearings. Some of the witnesses today indicated they would file more detailed briefs between now and June 15. Jerry Cahill, of the Motion Picture Association, was an observer at the hearings.

The six man panel must make its reeommendations to the full 18-man Wage Board. No final policy is likely to be announeed before the very end of June at the earliest.

Frank Murdock, general eounsel of IATSE, said that the amusement industry is not eontributing to inflation. "We're no problem," he deelared. "With the growth of television and the drive-ins, if anything we're in a slump." He contended that all the legislative history of the act indicated that Congress did not intend any wage ceiling where there was not a price ceiling.

Film Council

Robert W. Gilbert, representing the AFL Film Couneil and also standing-in for Roy Brewer, IATSE West Coast representative, said that if the panel could not find express authority in the law for eontrolling film wages, it should rule they are exempt. He argued that there are already too many studio workers and that studio employment is highly sporadic, with high hourly wages cloaking low annual income.

Colosseum general counsel David Beznor said that salesmen had been unable to get satisfactory terms in two weeks of negotiations with distributors, and that the Board "should not put any additional shackles on the employes."

The International Assoeiation of Machinists spokesman, who said their members included some 500 mechanics engaged in repairing projection equipment, said that they thought all industries should be subject to price control, but that as long as some were exempt, wages in those industries should be exempt, too.

AFM spokesmen said that there had not been an inerease in wages of musicians in the film industry since 1946, and that increases above the present ceilings might be needed to permit AFM members to regain their previous living standards.

Saul P. Pryor, representing TVA and AFRA, said the situation in radio and television was comparable to that in the studios, with sporadic employment and low annual wages for all but the top names.

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Plans for Picture-of-Month Selection, Exhibits Being Set by N. Y. Group

Two of a series of projects designed to stimulate interest in motion pictures and attendance at New York Metropolitan theatres will be described at a luncheon at Toots Shor's here Friday, sponsored by the Motion Picture Industry Joint Public Relations Committee, of which Fred Schwartz is chairman and Lynn Farnol special representative.

Victor Ratner, vice-president of Macy's, will detail plans for the selection of a Favorite-Picture-of-the-Month by the department store. A second project of the Metropolitan exhibitors' group will be discussed by Charles Beck of the New York City Board of Education. It involves a traveling motion picture museum which would exhibit memorabilia of outstanding film productions in the high schools of the city.

Advertising-publicity directors of major companies and heads of New York theatre circuits have been invited to attend the luncheon to hear a discussion of these and other business-building projects planned by the MPIJPRC.

Today's AFM Meet Will Nominate Slate

The American Federation of Musieians' 54th annual eonvention, whieh got underway here Monday at the Commodore Hotel, yesterday set today for the nomination of officers and executive eommitteemen, as well as delegates to the forthcoming AFL convention. The election, by seeret ballot, will follow at noon tomorrow.

It is expeeted that James C. Petrillo, AFM president, will be a candidate for reelection.

Beznor Still Silent on Reported UMW Bid

WASHINGTON, June 5.—David Beznor, general counsel of the Colosseum of Motion Picture Salesmen, here to testify before the Wage Stabilization Board hearings, refused to answer questions as to whether he had also met with United Mine Workers leaders over reported bids for the Colosseum to join UMW's "catch-all" District 50.

However, when he took the stand at the hearings, he emphasized that the organization he spoke for is "at present an independent union."

Coast 'Spy' Bows Set for Today

HOLLYWOOD, June 5.—Allied Artists' "I Was An American Spy" will have its Coast premiere tomorrow in two Los Angeles first-run houses, the Hawaii and Palace, in six leading regular theatres in as many immediate suburbs, and in 10 Paeific drive-in theatres.

AFL's Green

(*Continued from page* 1)

per cent of the consumers price index and newspaper prices for 1.5 per cent, Green said.

"We feel, in particular," the AFL head testified, "that changes are required in subseetion (III) which coneerns the prices established for newspapers, magazines, books and admissions to motion pictures. We feel that the prices of these items ean be subject to some type of OPS regulation without infringing upon the traditional freedom of the press."

Green was the first witness to raise the question of changing the present price control exemptions. The Administration recommended no change in this provision.

MPA Shows Italian Pact to the FTC

WASHINGTON, June 5.—The Motion Picture Association of America has submitted the proposed Italian film agreement to the Federal Trade Commission for approval, it was learned here today.

The Association has asked the Commission to certify that the commitments it makes in the agreement do not violate the Webb-Pomerene Aet, which governs agreements made by export associations.

Mum on Details

FTC officials would not discuss details of the MPAA request, but did admit that the agreement was "under review" and that a decision might be forthcoming in the next week. They emphasized that there was no eomplaint or prosecution involved, and that the MPAA had voluntarily submitted the agreement.

It was believed that this is the first time such an agreement has been submitted to a government agency for approval. There was no indication as to why this pact is being submitted when others were not.

Price - Merman Prod. Formed on Coast

HOLLYWOOD, June 5. — Maureen O'Hara, John Payne, Will Price and Doe Merman have announced the formation of Price-Merman Productions to make seven features, using Technicolor exclusively, in the next three years. Merman and Price flew to New York to negotiate a releasing deal.

MPEA Elects

(*Continued from page* 1)

dents; Sidney Schreiber, secretary; Fred W. DuVall, treasurer; Herbert J. Erlanger, assistant secretary and assistant treasurer, and Frank J. Alford, assistant treasurer.

The board meeting was preceded by the annual meeting of the MPEA stockholders who reelected all incumbent directors of the Export Association, with Arthur B. Krim replacing Frank J. MeNamee as director-at-large representing United Artists.

Rogers' Press Luncheon

Roy Rogers and Dale Evans will arrive in New York from the Coast next Wednesday and will meet with the press at luncheon in the Hotel Warwick on the same day.

Seminar

(*Continued from page* 1)

Allied States and the Theatre Owners of Ameriea each to have permission to appoint four additional delegates. The Pacific Coast Conferenee of Independent Theatre Owners may also invite two additional delegates.

Five more exhibitors are to be invited by Ned E. Depinet, COMPO president. He is expected to ehoose from the ranks of non-organized exhibitors and to fill any geographic gaps that may result from the choiee of the exhibitor organizations.

The agenda, as set up at yesterday's meeting, will include the following:

The quantity and quality of pictures; how exhibitors ean help build new stars and enhance the value of existing screen personalities; picture eycles; small budget pictures; "message" pietures; audience tastes; titles; more films in color; stories; industry public relations; television and television trends; advertising and trailers; "movie" theatre jubilee; and a motion picture exposition.

Other topies are expected to be added to the agenda by the producers.

Speakers on the above topics will be named by COMPO and the afternoon of July 25 has been set aside for an open forum at whieh all attending will have an opportunity to speak.

Attending yesterday's meeting were Si Fabian and Gael Sullivan, TOA; Trueman Rembusch and Nathan Yamins, Allied States; Oscar Doob, Leo Brecher and Fred Schwartz, Metropolitan Motion Picture Theatre Association; Arthur Mayer, Robert Coyne and Charles McCarthy, COMPO.

'Festival Girl' to US

British exhibitors sparked by J. Arthur Rank's Odeon and Gaumont Theatres, have launched a eountry-wide talent seareh to select Britain's "Festival Girl" who will visit the United States and other countries throughout the world in eonnection with the eurrent Festival of Britain, it was disclosed here yesterday by Universal Pictures which distributes Rank product in this country.

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...WITH THIS KIND OF WORLD PREMIERE!



PARAMOUNT THEATRE
NEW YORK CITY—JUNE 20th
followed by hundreds of
day-and-date saturation
bookings!

HE RAN ALL THE WAY



A ROBERTS PRODUCTION

with WALLACE FORD • SELENA ROYLE and Bobby Hyatt
Based on a novel by Sam Ross • Screenplay by Guy Endore
Produced by Bob Roberts

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Accurate Concise and Impartial

VOL. 69. NO. 110 NEW YORK, U.S.A., THURSDAY, JUNE 7, 1951 TEN CENTS

6, Perhaps 8 Theatres in TV Exclusive

Louis-Savold Fight May Go to Pitts., Binghamton

At least six and perhaps eight or more theatres will participate in the first theatre television network formed to carry the exclusive telecast of the Joe Louis-Lee Savold heavyweight prizefight next Wednesday night.

Pittsburgh was added to the list of cities which will receive the telecast yesterday when E. C. Grainger, head of the Shea circuit, said that the Fulton in that city has signed for the bout. Binghamton, N. Y., may also be included if Comerford can succeed in getting coaxial cable facilities for its TV-equipped theatre there.

Other theatres definitely scheduled

(*Continued on page 4*)

Two Shea Theatres To Get Theatre TV

Purchase of two RCA theatre television units by the Shea circuit was disclosed here yesterday. E. C. Grainger, head of the circuit which has installed a GPL theatre TV unit in its Fulton Theatre in Pittsburgh, said the theatres to receive the equipment would be decided following a survey being made by RCA.

The purchase follows the announcement of the installation of RCA equipment in RKO's Palace in Cleveland, the third of that circuit's theatres to get large screen TV facilities, and in Loew's Century in Baltimore, which marks that company's first venture into the field of theatre television.

UPTDirectors Okay Merger

United Paramount Theatres board of directors yesterday approved the proposed merger with ABC and set July 27 as the date for a special stockholders meeting to vote on the deal.

The theatre and network merger has been approved by the ABC board but ABC stockholders are not expected to meet until after the UPT stockhold-

(*Continued on page 2*)

Pennsylvania U. Rejects TV Ban

Restrictions on the televising of football games imposed by the National Collegiate Athletic Association will not be observed by the University of Pennsylvania, it was learned here yesterday.

Pennsylvania said it would televise all of its eight games at Franklin Field, Philadelphia, next fall. Under the association ruling, aimed at gauging gate receipts against television income, televising of games is limited to controlled experiments laid out by a special committee.

Petrillo Is Unopposed

James C. Petrillo of Chicago, was nominated without opposition at the third-day session of the 54th annual convention of the American Federation of Musicians in the Hotel Commodore here yesterday, thus assuring his election today for his 12th year as international president of the organized musicians of the United States and Canada.

Also nominated without opposition to succeed themselves were Leo Cluesmann, Newark, for international secretary and Harry J. Steeper, Teaneck, N. J., for international treasurer. For vice-president the convention has nominated Charles L. Bagley, Los Angeles, to succeed himself, and Moses E. Wright, who is from Newburyport, Mass.

FRANCE UNBLOCKS ALL U.S. EARNINGS

Salesmen Willing To Affiliate to Win Hike: Beznor

Individual members of the salesmen's union, the Colosseum of Motion Picture Salesmen of America, are willing to see their labor organization affiliated with any national union that would help them secure the wage increase they are seeking, David Beznor, Colosseum general counsel, declared here yesterday upon his arrival from Washington where he participated on Wednesday in the appeal by film-television-radio labor for exemption from Federal wage controls.

Beznor made this statement in reply to questions concerning the report that the United Mine Workers' District No. 50 is prepared to receive the Colosseum as a member unit as a result of talks held in Washington between

(*Continued on page 4*)

To Confer Here on MPEA End in Japan

Takejiro Ohtani, president of the Shockiku Film Co., leading producing, distributing and theatre organization of Japan, and K. Shirai, a producer for the firm, are in New York to confer with Adolph Zukor and Barney Balaban, chairman of the board and president, respectively, of Paramount Pictures, and George Weltner, president of Paramount International.

Ohtani, whose company owns stu-

(*Continued on page 4*)

McCarthy Returns With Agreement; Will Report Today to MPEA Board

Effective immediately, the French government has dropped all restrictions on remittances of U. S. film companies' earnings, John G. McCarthy, chief of the Motion Picture Association of America foreign department, disclosed yesterday upon his arrival from England on the *S. S. Queen Elizabeth.*



John McCarthy

McCarthy, who has been abroad for several weeks during which he closed the Italo-US film pact, has brought back also an outline of a proposed agreement with the Spanish government. He will report today at a meeting of the Motion Picture Export Association board on the achievements involving not only France, Italy and Spain, but also with respect to preliminary arrangements he has made for negotiation of a new Anglo-American film pact.

The disclosure that France has agreed to unrestricted convertibility comes at a time when blocked U.S. earnings there are of relatively small amount. This is the first time since 1939 that there have been no restrictions on French remittances. Some six months ago McCarthy negotiated a remittance agreement with the French in which "a good part" of blocked funds were released.

The MPAA foreign department chief will return to Paris next month for further talks with French govern-

(*Continued on page 4*)

US Grand Jury Opens Probe Of Chicago Drive-ins Today

CHICAGO, June 6.—A Federal grand jury probe of alleged price-fixing by Chicago area drive-ins is scheduled to open tomorrow morning in Federal District Court here.

The anti-trust division of the Department of Justice has been conducting a behind-the-scenes investigation of the local drive-in setup for the past few weeks. Several local drive-in operators have been subpoenaed to appear before the grand jury with their books and records for the year.

Opposition Forces U. K. Tax Retreat

LONDON, June 6.—To stave off a threatened defeat in Parliament today for its proposed new entertainment tax, the government made some immediate concessions and promised to discuss others with trade organizations here, probably on Friday.

The government was obviously sur-

(*Continued on page 2*)

Coast Unions Will Seek 15% Pay Hike

Hollywood, June 6. — Film studio unions, whose members' wages account for approximately 25 per cent of Hollywood's annual production costs, will demand increases averaging 15 per cent when their contract negotiations with the studios get under way here next month.

Personal Mention

JOSEPH J. WALSH, head of branch operations for Paramount, will leave here today for Seattle.

•

H. M. RICHEY, M-G-M exhibitor relations head, and his assistant, M. L. SIMONS are back in New York following a tour of speaking engagements.

•

PAT PATTERSON, Astor Pictures franchise holder in the West, has arrived here for conferences with R. M. SAVINI, president of Astor Pictures Corp.

•

VINCENT MINELLI, M-G-M director, is due here from the coast on July 6 with his daughter LIZA.

•

PETER CUSICK, producer, is scheduled to leave here today for Europe aboard the *S.S. Mauretania.*

•

CHARLES LEVY, Walt Disney's publicity director in New York, has returned here from Montreal.

•

DON PRINCE, RKO Pictures Eastern publicity director, has left here for New Orleans.

•

SOL LESSER, producer, and MRS. LESSER will sail for Honolulu on June 15 for a vacation.

•

LEX BARKER and his wife, ARLENE DAHL, will return here today from Europe aboard the *S.S. Ile de France.*

•

R. J. ENGLER, recording manager of the Western Electric Company, Ltd., has returned here from Europe.

•

BUSTER KEATON and MRS. KEATON will sail from here today aboard the *S.S. Mauretania* for Europe.

•

JOSEPH L. MANKIEWICZ will sail from here for Europe today aboard the *S.S. Queen Elizabeth.*

•

AUGUSTUS GOETZ, film scenarist, will arrive here today from Europe aboard the *S.S. Ile de France.*

Warner Drops 2nd Cleveland Theatre

CLEVELAND, June 6.—Warner Brothers is giving up the Doan Theatre here. The lease expires this month. It is the second Cleveland theatre to be relinquished by the company. The Hippodrome, downtown first-run, is being turned over July 8 to the new owners, Herbert Scheftel and Alfred G. Burger, Telenews operators. Warners retain the Allen, Colony, Uptown, Variety and Vogue.

Paper Hikes Ad Rates

COLUMBUS, O., June 6.—The *Columbus Dispatch* has announced a hike in amusement advertising rates, effective Sept. 1. The new rate will be 32 cents per line daily and 35 cents per line Sunday, a one-cent hike in the daily rate and two cents Sunday.

Urges CBC Control Of Canadian TV

OTTAWA, June 6.—The development of television in Canada will remain firmly in the hands of the government if the proposals of the Royal Commission, which has just concluded a two-year survey of the "arts, letters and sciences" in the Dominion, are accepted.

The Commission, headed by Vincent Massey, chancellor of the University of Toronto, recommends that the Canadian Broadcasting Corp. organize video programming on a national basis and that private stations, not to be licensed until this is accomplished, should be merely outlets for CBC programs. The effect of this, informed observers say, makes certain that telecasting on a broad scale is still a long way off.

Motion picture exhibitors, who have been afraid of the TV spectre, are breathing easier as a result of the Commission's report. However, most exhibitors are opposed to the support given the National Film Board by the probers. The report asks that additional and adequate funds be granted the Board for field staff expansion and that the policy of producing documentaries be continued.

B'way Capitol Sets June-July Programs

The New York Capitol Theatre has set full screen and in-person stage programs through June and July.

Changing its Thursday opening day to Wednesday, on June 13, will usher in Humphrey Bogart and Marta Toren in Columbia's "Sirocco," Ethel Waters will headline the in-person show. Other acts will include Teddy Powell and his orchestra, Georgie Kaye, De Mattiazzi, and the Kanazawa Trio. "Sirocco" will be followed by "Excuse My Dust," M-G-M, starring Red Skelton and Sally Forrest. The in-person show will headline singing star Margaret Whiting. Other acts will include Frank De Vol and his orchestra, Jack Smith, Professor Backwards, and the Clark Bros.

M-G-M's "Strictly Dishonorable," starring Ezio Pinza and Janet Leigh, will follow "Excuse My Dust." The in-person show will include Gene Krupa and his orchestra, Snooky Lanson and other acts.

Variety Gets Bid for New Club in Dublin

An application has been received by Variety Clubs International for a charter for a Dublin club, to be known as Tent No. 41 of Ireland, Marc J. Wolf, international chief barker, announced here. The 11 men who applied for the charter are:

Louis Elliman, managing director, Odcon Ireland, Ltd.; C. B. Sheridan, director of Adelphia Dunlaoghaire; A. Elliman, director of Odeon Ireland; Patrick Farrel, director of Capitol and Allied Cinemas; J. Lyons, branch manager, Metro-Goldwyn-Mayer; B. T. Britten, branch manager, 20th Century-Fox; M. Baum, director, Roxy, Forum and other theatres; N. Barfield, branch manager, Paramount Film Service; D. O'Keefe, manager, Carlton Cinema; Peter Farrell, director, Capitol and Allied Cinemas, and V. Garland, Republic Pictures.

NEWS in Brief . . .

"NATIVE SON" will have its world premiere at the New York Criterion Theatre on Saturday, June 16. Richard Wright's book "Native Son" has been made into a film with Wright starring and also responsible for the screenplay. The film was produced by James Prades and is released in the U. S. by Classic Pictures.

•

The "Hills of Ireland," which grossed an excellent $8,183 for the first week at New York's 55th Street Playhouse, grossed $7,165 for the second and final week, Martin J. Lewis, managing director of the theatre, reported yesterday. He said the grosses broke a 24-year record of receipts at the theatre, the previous record being $6,000 for the first week of "Two Hearts in Waltz Time," in 1927.

•

HOLLYWOOD, June 6.—Hal Roach, Jr., will produce 12 features in the $100,000 bracket within a year for distribution by Lippert Productions. The undertaking will not affect Roach's television-film production schedule consisting of 104 half-hour films annually.

•

WASHINGTON, June 6.—The late Carter Barron, Eastern division manager for Loew's, was warmly praised on the Senate floor by Senators Russell of Georgia, and Hill of Alabama. Barron was a native of Georgia.

Senator Russell, inserting in the *Congressional Record* the proceedings of the dedication of the Carter Barron Amphitheatre in Rock Creek Park, described Barron as "one of the finest, sweetest, most unselfish characters who ever lived."

Salemson on 'Cyrano' Field Promotions

Harold J. Salemson, former Eastern publicity manager for Robert Stillman Productions, will head the Stanley Kramer field exploitation organization for the general release of "Cyrano de Bergerac." It was announced here by vice-president Max E. Youngstein of United Artists, distributors of the film. The film will begin its national popular-price engagements at the United Artists Theatre in San Francisco on July 20.

UPT Directors

(*Continued from page* 1)

ers meet. Final step in the merger will be approval by the Federal Communications Commission, which will not be sought formally until after the voting by stockholders of both companies.

Meanwhile, Leonard Goldenson, UPT president, Robert Kintner, ABC president, and Robert O'Brien, UPT secretary-treasurer who is slated to become executive vice-president of the radio-television division of the new company, are in Washington today to confer informally with FCC personnel on the merger's details.

Cooper to Succeed Sacher in '306'

Herman E. Cooper, attorney for a number of key unions, and described as a leading anti-Communist, has been named attorney for Local 306, IATSE projectionists union here, succeeding Harry Sacher, attorney for some of the 11 top Communists whose convictions were upheld by the U.S. Supreme Court this week.

Sacher, who was given a six months sentence in jail for contempt of court during the trial of the 11 Communists, has officially resigned from 306.

$150,000 to Remodel, House Will Close

BUFFALO, June 6.—Edmund Linder, manager of the Astor Theatre in Syracuse, visiting Film Row here, reports that the Astor, formerly the RKO Empire, on which $150,000 was recently spent in remodeling, will shutter soon for the summer.

Linder will leave here soon for New York to substitute for other City Entertainment Corp. managers on vacation.

Windsor-Walbrook Decision Upheld

RICHMOND, Va., June 6.—The Federal Circuit Court today affirmed the decision handed down in the Windsor Theatre-Walbrook Amusement Co. clearance case. The case has attracted considerable attention among exhibitors because the decision is said to have dealt a serious blow to the contention of distributors that competitive bidding must be employed when two competitive theatres desire the same run.

U.K. Tax Retreat

(*Continued from page* 1)

prised by the strength of the House of Commons attack on the proposed new tax. Even Socialists, led by Tom O'Brien, MP, and head of the National Association of Theatrical and Kine Employes, joined in. During the debate, Hugh Gaitskell, the Treasury's financial secretary, made immediate concessions exempting children's matinees and ordinary seats up to sevenpence in price from the proposed extra penny tax. With Gaitskell's further promise to renew negotiations with trade organizations forthwith, the Tory opposition withdrew a proposed amendment to the tax.

Thereafter, the finance bill clause authorizing a higher tax was passed with the strict understanding that its details will be amended during the next stage of Commons' consideration of the bill.

The probability is that at its forthcoming meeting with trade organizations the government will offer further concessions on low-priced seats against a heavier tax on luxury seats. It is obvious, however, that the government will insist on its extension of the Eady Plan, involving forgoing by American distributors of a further proportion of their film rentals to aid British production.

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THE BIG SEE-FOR-YOURSELF
DEMONSTRATION VITAL TO
EVERY EXHIBITOR'S FUTURE!

LOOK FORWARD / GO FORWARD / WITH WARNER BROS.

Theatre TV

(*Continued from page* 1)

to screen the event are: Balaban and Katz's State-Lake and Tivoli in Chicago, Loew's Century in Baltimore, RKO's Keith in Washington and Fabian's Palace in Albany. The equipment at RKO's Palace in Cleveland is still being installed and though every effort will be made to have it complete by Wednesday it was still uncertain if it would be ready.

Undecided on Price Policy

Most of the theatres were still undecided yesterday what price policy would be followed for the exclusive telecast but the general opinion seemed to be that any sharp increases would not be advisable because of the experimental nature of the showing. Some executives felt that high prices might hold attendance down and defeat the purpose of the test—to find the drawing power of an exclusive telecast.

Terms of the deal with the International Boxing Club, which is staging the fight, are still unpublicized but a spokesman for one circuit, when told the IBC had turned down a $62,000 bid for the TV rights, said, "They're not likely to get anything like that from us. Nobody is going to make any money out of this but it is worthwhile as an experiment."

The IBC, looking for an ultimate "gate" from TV and yet anxious to protect the actual attendance at the fight, has insisted that no theatre in the New York Metropolitan area be permitted to carry the event. The radio and TV "blackout" for the nonpaying public will serve as an index to the effect of TV on the stadium attendance.

IBC Edict

The IBC edict knocks out five TV-equipped theatres in the metropolitan area but the exhibitors are not too unhappy about it. As one put it, "if the fight doesn't draw, the IBC can only blame the card. If it was on theatre TV here and didn't draw at the Polo Grounds we would be the scapegoat."

The theatres' first chance at an exclusive telecast on a network basis came sooner than expected. The first real experiment along these lines was expected to be during the football season next fall, when nearly 50 theatres will be equipped to show the games on their screens. Despite the short notice, nearly all the eligible theatres with television facilities will be linked up by coaxial cable or microwave relay to the Polo Grounds next week.

Boston's Pilgrim Blocked By Other Cable Use

BOSTON, June 6.—Paul Levi, director of publicity for the American Theatres Corp. in Boston, whose Pilgrim Theatre in this city is the only theatre in New England at the present time wired for television, said today that the Pilgrim would be unable to present the Louis-Savold bout because the two cables into Boston will be utilized by other programs next Wednesday night.

500 TV Plugs for 'David'

An estimated 500 TV appearances over local and network shows will promote 20th Century-Fox's "David and Bathsheba," as the result of the nationwide tours of Walter (Goliath) Talun and Francis X. Bushman.

Reviews

"Sirocco"

(Santana-Columbia)

HUMPHREY BOGART is back in the type of tough and snarling role for which he is best noted. The tale of "Sirocco," a Santana Production, takes place in Syria in the middle 20's when the French occupation troops were being constantly harassed and attacked by hostile natives. The picture has good story substance and continuous action. As such patrons should be highly satisfied.

Bogart portrays an American in Damascus engaged in running guns and ammunition through the French lines to the native dissidents. Other personalities in this drama are Everett Sloane, head of French intelligence; Lee J. Cobb, a French colonel; Marta Toren, Cobb's girl whom he brought with him from Cairo, and Zero Mostel, an American businessman of dubious character.

The story develops into a sort of cat-and-mouse game as Cobb strives to snuff out the heart of the ammunition traffic. Along with this there runs the angle of Miss Toren's gradual transference of affection from the prosaic Cobb to the colorful Bogart.

After a series of incidents, Cobb finally tracks down and captures Bogart. As it happens, Cobb is an idealist who thinks he can make peace with the Syrian underground leaders if he could reach them. Thus he strikes a bargain with Bogart. In exchange for an arranged meeting with the underground chief Cobb agrees to give Bogart his freedom. After the meeting is set up, Cobb finds himself in a death trap. In a last minute maneuver, Sloane and Bogart arrange to buy his freedom, but the enterprise costs Bogart his life.

Robert Lord produced and Curtis Bernhardt directed, from the screenplay by A. I. Bezzerides and Hans Jacoby.

Running time, 98 minutes. General audience classification. For July release.

MANDEL HERBSTMAN

"Two Gals and a Guy"

(Weisner Brothers-United Artists)

A HIGHLY COMPETENT cast appear in a mild and not nearly as competent comedy which tells the tale of a TV husband-and-wife team at the pinnacle of success who experience differences of opinion over whether the team should split, the wife desiring to rear a family and the husband insisting that they continue.

The name cast consists of Robert Alda, now appearing successfully in the Broadway production of "Guys and Dolls"; James Gleason; Arnold Stang, who is the "Gerard" of TV and radio; Lionel Stander, and Janis Paige. Alda and Miss Paige play the familiar theatrical team which at first is so busy career-wise that no time is left for a normal home and married life. The conflict between Alda and his TV act and Miss Paige and a family finally resolves itself when the two adopt four youngsters and Miss Paige continues with her career. Gleason, Stander and Stang appear, respectively, as an agent, a TV sponsor and an indolent nephew. The Three Suns sing on four occasions, with Alda joining them on one.

"Two Gals and a Guy" was produced by John W. Arent, under executive producer Irving Weisner, with Alfred E. Green directing, from Searle Kramer's screenplay. Others in the cast are Linda Preston, Rock Rogers, Morris Lieb, Cecil Clovelly, Myrtle Ferguson, Rhea Scott, Ray Morgan, Lupe Garnios and Patti Crowe.

Running time, 70 minues. General audience classification. Release date, June 29.

Salesmen Willing

(*Continued from page* 1)

UMW chief John L. Lewis and the Colosseum attorney. However, Beznor continued to refuse to confirm or deny the report itself.

He said he expected that the National Labor Relations Board in Chicago would set a hearing shortly on the Colosseum charge of unfair labor practices against distributors. The charge was filed by Beznor when new contract negotiations collapsed recently after the salesmen's union refused what it termed "an insulting offer" of a four-dollar weekly general increase. The Colosseum has demanded an increase of at least 10 per cent.

"U" Starlets Meet Press

Tony Curtis and Piper Laurie were introduced to the press at a cocktail party at the Stork Club here yesterday. They recently completed co-starring roles in the Technicolor production of "The Prince Who Was A Thief." Universal representatives attending included Al Daff, David A. Lipton, C. J. Feldman, Adolph Schimel, Leon Goldberg, Harry Fellerman, Irving Sochin and Saul Simonelli.

MPEA End in Japan

(*Continued from page* 1)

dios in Tokyo and Kyoto, a circuit of 1,200 theatres and various distribution subsidiaries, also will confer with other American film executives. His talks here will be keyed to the preliminary plans for dissolving the Motion Picture Export Association in Japan and setting up, effective Jan. 1, individual distribution agencies by the American companies, it was announced.

MPAA Executive Group Again Meets on Compo, 'P.R.' Plans

The executive committee of the Motion Picture Association of America, which includes presidents of the major companies, met here again yesterday for further discussion of the Council of Motion Picture Organizations' box-office jubilee slated for the fall, and to give further consideration to the invitation to join in the public relations program of the Joint Committee of Motion Picture Exhibitors of Greater New York. The MPAA committee took no definite action on either proposal, however, it was reported.

Unblocks

(*Continued from page* 1)

ment officials. These will revolve around the American companies' aim to secure an increase in the number of permits to release pictures in France. At present permits are restricted to allow admittance annually of only 121 American-made films, including those made by independents. McCarthy said the July talks also will revolve around an American bid for more playing time for U.S. pictures. At present, French theatres must devote five out of every 13 weeks to French-made pictures.

McCarthy, who conferred in Paris with the French with a view to securing the dropping of remittance restrictions, was on the high seas when he was informed by cable from the French capital that full convertibility was acceptable to the French government. The agreement made with the French in 1948 provided for the remittance annually of only about $1,200,000 out of current and future earnings.

Asked when the Italian industry officials would come here to complete arrangements for promoting and releasing Italian pictures under the new deal with the American companies, McCarthy said there was no indication of a date as yet. It is expected, however, that they will arrive next month.

The MPAA executive refused to provide the press with details of the proposed Spanish accord, but it was indicated he might feel free to do so after he reports on this development to the MPEA board today.

U.S. pictures are at the peak of popularity at present practically everywhere in Eastern Europe, McCarthy reported.

McCarthy is scheduled to return to London late next month ahead of an American industry delegation which is expected to meet with British government officials during August for negotiations on the British film remittance agreement. The current pact expires Oct. 1 but the basic remittance agreement runs to June, 1952.

The delegation will press for complete convertibility of all American film earnings in the U.K. It is regarded as likely they will use their further participation in any extension of the government's so-called Eady Tax Plan as a bargaining factor in the remittance negotiations. The Eady Plan will be up for extension next Sept. 1. Under it, American distributors in Britain forego a portion of their film rentals to contribute to the British film production financing pool. They have participated in the Plan on a voluntary basis heretofore.

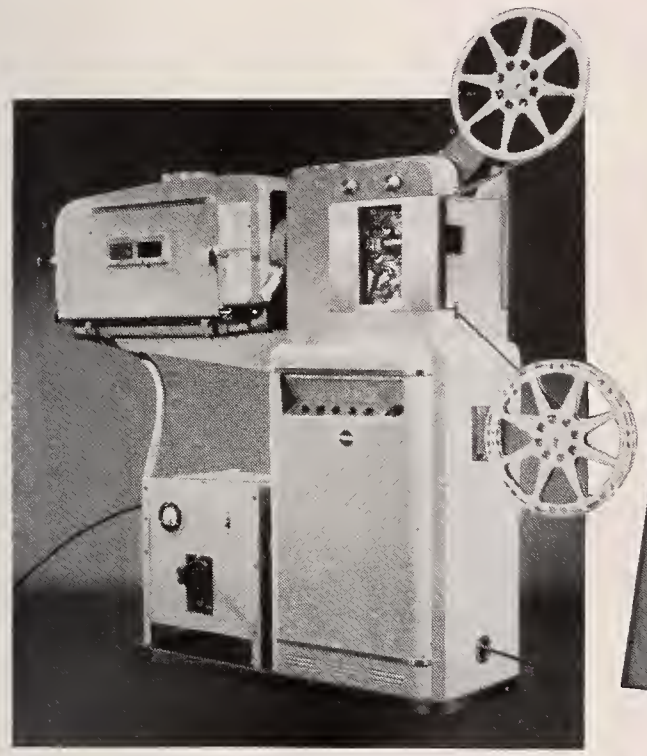
While in London McCarthy had discussions with Harry Mears, president of the Cinematograph Exhibitors Association, which is opposed to further exhibitor participation in the Eady Plan after September unless the government modifies its proposed new entertainment tax increases. McCarthy also conferred with Sir Wilfrid Eady, who is Second Secretary to the Treasury; Sir Hartley Shawcross, president of the Board of Trade, with whom the remittance negotiations will be discussed, and with the American distribution managers in London.

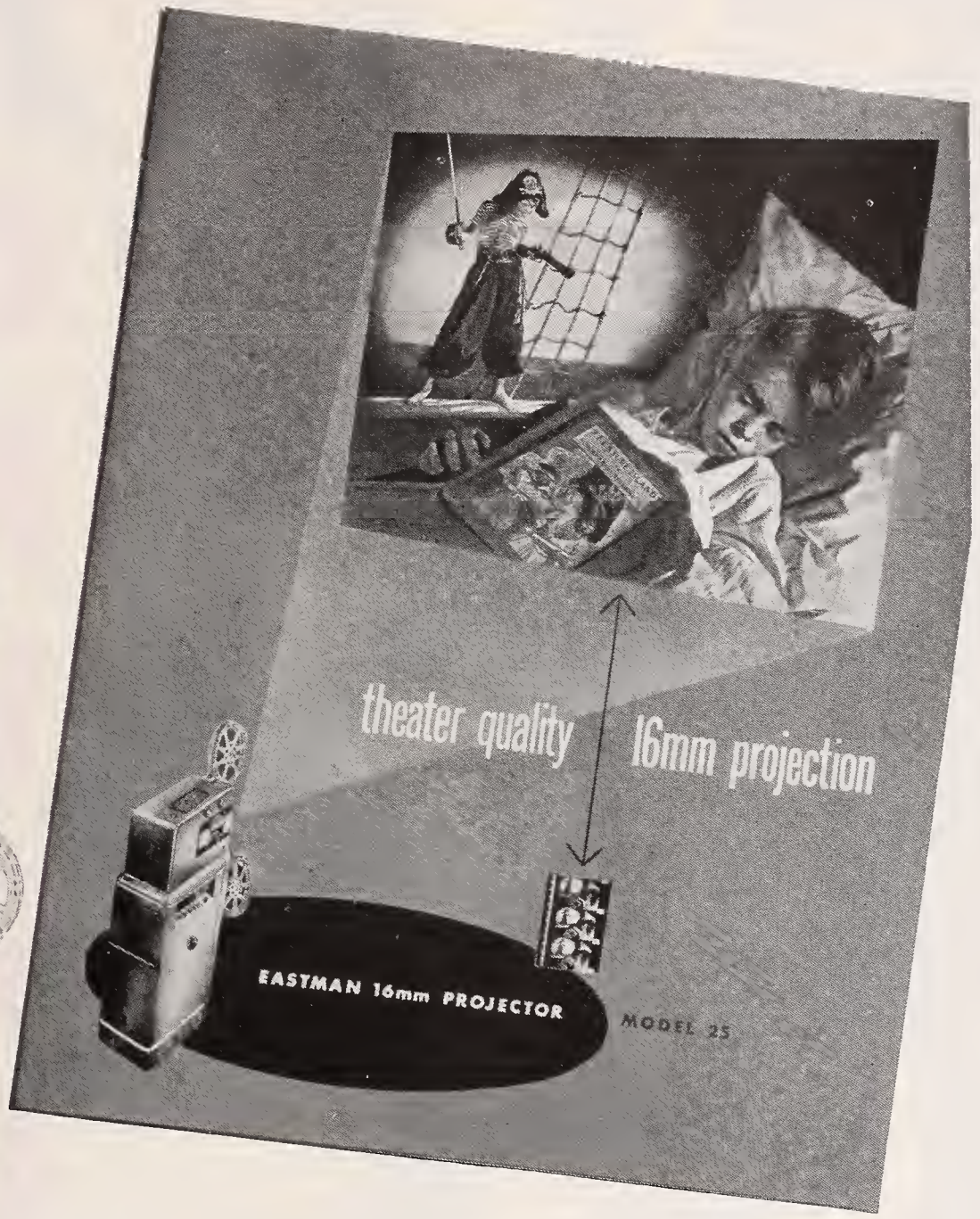
Shubnell in New Post

INDIANAPOLIS, June 6.—Larry Shubnell has resigned as Columbia film salesman here to become buyer and booker for the Mallers circuit.

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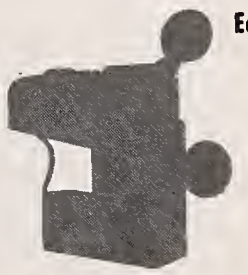
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VOL. 69. NO. 111 NEW YORK, U. S. A., FRIDAY, JUNE 8, 1951 TEN CENTS

Dispute Marks Entry of 20th Decree

Para., RKO Successfully Protest Liability Clause

By VAUGHAN O'BRIEN

The 20th Century-Fox consent decree was entered in the New York Statutory Court yesterday after a lengthy dispute over an attempt by the government to spell out Paramount's and RKO's continuing liability under adjudicated violations of the anti-trust laws.

Attorneys from both Paramount and RKO were on hand to protest their inclusion in the 20th-Fox decree and the court unanimously upheld their protests.

For a time it appeared that the decree would not be signed, but at last Fred Pride, representing 20th-Fox, and Philip Marcus, special assistant in the Department of Justice's anti-trust division, agreed to let the

(*Continued on page 3*)

20th-Fox Officials Off to Convention

Home office executives of 20th Century-Fox will leave here over the weekend for Los Angeles where the company's national sales convention will be held through next week, starting Monday. Originally, the meeting was scheduled to open on Tuesday.

The group from here will include: Spyros P. Skouras, Al Lichtman, Charles Einfeld, W. C. Gehring, Arthur Silverstone, Edwin W. Aaron, Lem Jones, Jack Bloom, Peter G. Levathes, Clarence A. Hill, Ulric Bell,

(*Continued on page 3*)

UPT-ABC Meet with FCC on Merger Plan

WASHINGTON, June 7.—Top officials of United Paramount Theatres and American Broadcasting Co. discussed the proposed ABC-UPT merger today with four members of the Federal Communications Commission, and plan to discuss the matter further with other commissioners and FCC officials tomorrow.

They refused, however, to comment on the progress of their talks, declar-

(*Continued on page 3*)

New NPA Board Okays Its First Theatre Appeal

WASHINGTON, June 7.—The first theatre construction appeal made to the National Production Authority's three-man appeals board has been approved.

The appeal was made by Concho Theatres, Inc., which plans a new drive-in in San Angelo, Texas.

Concho had done some site preparation before the construction control order went into effect last October, but had not poured foundations or done any other permanent building. NPA's construction controls division ruled that it had not technically "commenced construction" under the terms of the M-4 order.

Concho appealed to the three-man board set up to pass on all appeals from decisions of NPA operating divisions. While its appeal was pend-

(*Continued on page 3*)

Brown Will Manage Para. Buffalo Office

BUFFALO, June 7.—E. J. Fitzgerald who recently succeeded Mike Simon as manager of the local Paramount exchange and who is a Colonel in the U.S. Army Reserve, has been called to active duty, effective at the end of the month. Fitzgerald recently had purchased a new home in Buffalo and had not as yet moved into it. John Brown, sales manager in the Boston Paramount exchange, will come here to take over the local post vacated by Fitzgerald.

DARES MAJORS TO TALK ARBITRATION

Petrillo Wins 12th Term as AFM Head

James C. Petrillo yesterday was reelected to his 12th successive year as president of the American Federation of Musicians (AFL) at the closing session of the 54th annual convention in the Hotel Commodore here. He was unopposed.



James Petrillo

Charles L. Bagley, Los Angeles, was returned as vice-president and four incumbents of the union's international executive board were reelected as follows: Herman D. Kenin, Portland,

(*Continued on page 3*)

Chi. Drive-In Probe Hears Silverman

CHICAGO, June 7.—The Federal grand jury investigating trade practices of local drive-ins for evidence of illegal pricing agreements today heard several drive-in operators.

Among those called was Edwin Sil-

(*Continued on page 2*)

Myers Before A House Committee Calls for Bona Fide Negotiations

WASHINGTON, June 7.— Allied States Association general counsel Abram F. Myers today used a Congressional committee as a forum to challenge the distributors to enter into "bona fide negotiation and agreement" for an industry arbitration system, and declared that he believed that all major industry disputes, including claims for damages for violations of the anti-trust laws, could be arbitrated.



Abram Myers

Myers testified at the concluding session of a House Judiciary sub-committee holding hearings on a bill to set up a uniform Federal six-year statute of limitations on private treble damage anti-trust suits. He supported the six-year limit as "quite fair, certainly much fairer than the three-year limitation" proposed by Motion Picture Association of America at-

(*Continued on page 3*)

Slate COMPO Jubilee Meet For Sales and Ad Chiefs

Grainger at Boston Sales Meet Today

James R. Grainger, Republic executive vice-president in charge of sales, will conduct a sales meeting today and tomorrow in Boston.

John P. Curtin, New England district manager, accompanied Grainger to Boston for the sessions, which will be attended by branch managers Jerry Lewis, New Haven; Arthur Newman, Albany; Leon Herman, Buffalo and Frank Dervin, Boston, as well as Herbert Schaefer, Boston sales manager. Following the meeting Grainger will have covered the entire country with sectional meetings with Republic's sales staff.

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, reported here yesterday that he is seeking to meet next Wednesday with the Motion Picture Association of America's national distributors and advertising-publicity directors committees for further exploration of plans for a COMPO theatre jubilee next fall.

The MPAA national distributors committee is headed by Dan Kalmenson of Warner Brothers, and the ad-publicity group is under the chairmanship of S. Barrett McCormick of RKO Pictures. The latter said yesterday that his group "goes for" the jubilee proposal and has been accumu-

(*Continued on page 3*)

NCCJ Will Honor Johnston June 19

The National Conference of Christians and Jews will honor Eric A. Johnston, Motion Picture Association of America president who has been "loaned" to the government for service as Economic Stabilization Administrator, at a dinner to be held June 19 at the Waldorf-Astoria Hotel here.

David L. Yunish, vice-president of R. H. Macy & Co., chairman of the dinner, said Johnston will be honored for "his outstanding business achievements, his current leadership in an important government post and his conspicuous service to the nation as chairman of 'Brotherhood Week' for 1951."

Personal Mention

W. A. SCULLY, Universal Pictures domestic sales consultant, will arrive here today from Florida.

•

WILLIAM B. ZOELLNER, head of M-G-M short and newsreel sales, is now scheduled to arrive in Omaha Monday, after postponing his departure from New York due to illness.

•

FRED J. SCHANBERGER, JR., public relations director of Keiths Theatre, Baltimore, is a patient at Union Memorial Hospital suffering from a stomach ailment.

•

MILTON E. COHEN, United Artists Western and Southern sales manager, has left here for a tour of Southern branches.

•

BEN SCHWALB, Monogram-Allied Artists executive producer, and MAURICE DUKE, producer, have left here for the Coast.

•

LOUIS ASTOR, Columbia home office sales executive, will leave here today for Philadelphia and is scheduled to be in Pittsburgh Tuesday.

•

BERNARD KRANZE, United Artists' assistant general sales manager, has returned here from Dallas.

•

KENNETH MACKENNA, M-G-M studio story head, is due back here from Europe on the *S. S. Liberte* June 14.

•

MOREY GOLDSTEIN, Monogram-Allied Artists general sales manager, has arrived in Hollywood from New York.

•

MAURICE DUKE, producer, will leave here today for the Coast by plane.

MPA Staff Luncheon Today for Harmon

Staff members of the Motion Picture Association of America's New York office will give a luncheon today at the Lambs' Club here in honor of Francis S. Harmon, who has resigned as MPAA vice-president due to ill health.

Scheduled to be on hand for the tribute are F. W. DuVall, John G. McCarthy, Sidney Schreiber, Arthur H. DeBra, Gordon White, Michael Linden, B. Bernard Kreisler, Taylor Mills, George Canty, Bill Roberts, Harry Stone, Walton Thomas and Alfred F. Corwin.

Chicago Probe

(*Continued from page* 1)

verman, president of Essaness Theatres, who placed a paid advertisement in the trade papers several weeks ago to the effect that neither he nor anyone in his organization belonged to Chicago's Drive-in Association or had attended any of its meetings. The hearings will continue through tomorrow. No official findings have been released to the public as yet.

Find No Conspiracy In Walbrook Case

RICHMOND, June 7.—No evidence of any "horizontal conspiracy" among film distributors was found by the U. S. Circuit Court of Appeals here in a "careful examination" of the Windsor-Walbrook theatres' case, the court states in its opinion.

The Circuit Court yesterday affirmed the decision of the U. S. District Court in Maryland which also had found no conspiracy. The Circuit Court said: "We are not at liberty to disturb a finding of fact made by the District Court unless it be clearly erroneous. We find no such error in this case."

The lower court had ruled that the evidence failed to show a conspiracy in restraint of trade between the Walbrook Theatre and the Hilton, or vertically between either of them and distributors, or horizontally among distributors, to prevent the Windsor from obtaining first-run neighborhood pictures in Baltimore.

The Circuit Court said: "It seems quite natural that the distributors would not be prone to substitute an unknown customer for a proven one. This court cannot see how the preference of one exhibitor over another is *per se* a combination in restraint of trade. Indeed, every exclusive contract has that effect."

Alert NARTB on Loss of Sports TV

WASHINGTON, June 7. — The National Association of Radio and Television Broadcasters has advised all of its members and staff to "be alert to any effort to restrict or eliminate" sports telecasting.

The Association, reporting on an NARTB board meeting here, did not specify what action would be taken if such efforts were found, but indications were that the group is beginning to think about hitting back at plans of colleges and other groups to curtail home telecasting of sports and other events.

Another resolution revealed that a committee had been set up to work with organized baseball on plans for telecasting ball games.

Bowen of Technicolor Dies on the Coast

HOLLYWOOD, June 7.—Leo W. Bowen, 53, director of personnel and member of the management committee of Technicolor Corp., died suddenly at his home in Glendale Tuesday night of a heart attack. He had been associated with Technicolor for more than 25 years.

Survivors include the widow.

Mrs. Mary Dawson

Mrs. Mary Dawson, wife of Alvin W. Dawson, former vice-president and treasurer of RKO Theatres, died suddenly Wednesday evening. Funeral services will be held tomorrow at the Short - Williamson Chapel, Belmont, Mass. Dawson is now president of the American Locker Co. with headquarters in Boston.

Mexican Film Code Making Progress

Mexico City, June 7.—Inspired by the producers who are campaigning for the establishment of a morals code similar to Hollywood's for Mexican pictures, the scenarists section of the Picture Production Workers Union is arranging for a code to govern decency in film stories. The writers are conferring with the code-minded producers regarding their story code.

NEWS in Brief . . .

Warner's "Fort Worth" premiere at the Worth Theatre in Fort Worth on June 13 has been extended to two other houses, the Hollywood and Palace in the same city.

Amos Carter, pioneer of Fort Worth and publisher of the Fort Worth *Star-Telegram*; R. J. O'Donnell of Interstate; W. G. Vollmer, president of the Texas and Pacific Railroad; J. P. Shores, publicity director for the railroad and M. W. Taggert, publicity director of the Chamber of Commerce there, will take part in the events.

•

HOLLYWOOD, June 7.—The Screen Producers Guild, which last night re-elected all incumbent officers, has called a board meeting for Monday night to determine the guild's attitude with respect to 20th Century-Fox's salary-reduction proposal.

The salary issue will also be discussed at a joint meeting of the SPG, the Screen Directors Guild and the Screen Writers Guild, planned for next week.

•

SUPERIOR, Wisc., June 7.—Six percentage actions have been filed in Federal court here. Seperate suits were brought by Columbia, Warner, Loew's, 20th Century-Fox, Universal and RKO Pictures against Sheldon M. Grengs and two operating corporations. Theatres named in the complaints are the Hollywood and Stardusk Highway Drive-in in Eau Claire, and the Stardusk Drive-in in Superior.

David Shearer of the Minneapolis law firm of Shearer, Byard, Trogner and Peters, and R. A. Crawford of the Superior firm of Crawford and Crawford represent the distributors.

•

HOLLYWOOD, June 7. — Samuel Goldwyn today announced production will start June 18 on his 1951-52 schedule.

Long Run for 'Ireland'

"Hills of Ireland," which, as previously reported, has set a 24-year record at New York's 55th Street Playhouse, did not end the engagement at the end of the second week, as erroneously stated in MOTION PICTURE DAILY yesterday. Martin J. Lewis, managing director of the theatre, predicts a six-month run for the film.

Italian Pact Not In FTC's Field

WASHINGTON, June 7.—The Federal Trade Commission has returned to the Motion Picture Association of America without comment the proposed Italian film agreement.

The agreement had been submitted to the FTC for a looking-over to make sure it did not violate the Webb-Pomerene Act. While MPAA officials interpreted the return without comment as indicating that the Commission has no objections, FTC officials said their action did not indicate approval or disapproval but rather that "it was a little out of our field —the questions raised really are the province of other departments, such as the State Department."

MPEA Gets Reports On France and Spain

John G. McCarthy, head of the Motion Picture Association of America's foreign department and a vice-president of the Motion Picture Export Association, reported yesterday at a meeting here of the MPEA board on France's dropping of all remittance restrictions and on the proposed film agreement with the Spanish government. McCarthy returned to New York on Wednesday after spending several weeks in Europe conferring with industry and government officials of a number of countries.

The MPAA-MPEA executive indicated that he will meet today with trade press representatives to answer questions on recent developments abroad.

New Cinetel Series

Cinetel Corp., New York, TV producers and distributors, has completed the first 13 issues of "Pathe Hy-Lights," a new quarter-hour weekly film series that spotlights the passing parade of stories in the world of fun, sports, oddities and believe-it-or-nots, sparked with comment by Hy-Gardner. Release date for the first 13 issues is June 27. The new series will have 300 issues.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

"Hollywood STORY"
starring Richard CONTE and Julia ADAMS
IN PERSON THE AMES BROS. BOBBY SARGENT GRACIE BARRIE BUNNY BRIGGS HERBIE FIELDS And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Loew's Fast Work Licks Waiting List

Ingenuity was behind the fast work which is enabling Loew's Century in Baltimore to carry the Joe Louis-Lee Savold fight next Wednesday on theatre television equipment which was only ordered a week ago. Loew's circumvented the waiting list for RCA equipment by taking over a unit from another circuit which has had delivery but was not yet ready to install the equipment.

UPT-ABC-FCC

(*Continued from page* 1)

ing that "any statement must come from the FCC, and we don't think they'll say anything until they finally act on our formal proposal."

UPT president Leonard Goldenson and vice-president Robert O'Brien and ABC president Robert Kintner and vice-president Robert H. Hinckley appeared for their companies. They called on commissioners Frieda B. Hennock, Edward M. Webster, Paul A. Walker and Rosel H. Hyde.

O'Brien said the group had no plans to go to the Justice Department while here.

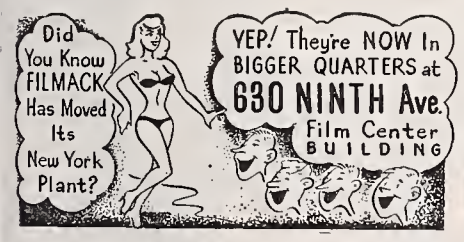
Compo Jubilee

(*Continued from page* 1)

lating suggestions and devising projects for such an event. Mayer has met twice in recent weeks with MPAA member companies' presidents for discussion of the jubilee proposal.

Art Theatre Burns

BOSTON, June 7.—Damage to the fire-gutted Art Theatre, New Bedford, Mass., was estimated at more than $20,000. Flames drove residents from adjacent homes.



UNITED offers you 10 DC-6s DAILY to CALIFORNIA!

LOS ANGELES
11 hrs. onestop

SAN FRANCISCO
11½ hrs. onestop

It's the finest service in United's entire history, and includes such famous flights as "*the Hollywood*" and "*the San Francisco.*"

UNITED AIR LINES

Enter 20th-Fox Decree

(*Continued from page* 1)

controversial footnote stand with the deletion of all mention of Paramount and RKO.

With the entry of the decree, 20th-Fox must complete its divorcement into a new picture company and a new theatre company by June 7, 1953. The plan of reorganization must be approved by stockholders within 90 days.

Interest in the 20th-Fox decree was apparent when the court convened with representatives of all the five original defendants present.

Marcus pointed out to the three judges that a footnote specifically stated that the decree, and the decrees previously entered by RKO, Paramount and Warner, did not intend to "vacate or affect adjudications" made in Sherman Act violations. He said that it had been brought to his attention that these companies had, in private litigation involving anti-trust laws, "outrageously" used their consent decrees as a defense in such cases.

In the Warner decree, Marcus said, he had merely inserted the content of the footnote in the court records, but now the government wished to put its stand on the printed record.

A. C. Bickford, representing Paramount Pictures and United Paramount Theatres, protested the inclusion of Paramount and pointed out to the court that damages of upwards of $200,000,000 was currently involved in private suits against the majors and that the government's footnote would make the Paramount decree admissible evidence in these cases.

William Donovan, representing RKO, also protested the inclusion of his company in another company's decree and said that it "seriously and vitally" affected RKO.

The judges appeared to agree with Bickford and Donovan. Judge Alfred Coxe suggested that the liability was a matter for the respective courts handling the private cases to decide. When Marcus said he intended to move to include a similar notation in the Paramount and RKO decrees, presiding judge Augustus N. Hand said sharply that, "it's not likely this court will grant such a move."

Faced with the court's disapproval of the inclusion of Paramount and RKO in the footnote, Marcus insisted that it remain as far as 20th-Fox was concerned. When Pride demurred, Marcus threatened to ask for a recess and to resume negotiations. The solution was found when the footnote was hurriedly edited to the satisfaction of all concerned.

As matters stand now, 20th-Fox and Warner are definitely liable in private suits for anti-trust violations adjudicated previously, and in all likelihood the forthcoming Loew's decree will carry the same provision.

Paramount and RKO, however, which agreed to consent decrees prior to the unsuccessful appeal to the Supreme Court made by the other companies, have good legal grounds to maintain that their voluntary decrees vacated any liability for the acts with which they were charged at that time.

The court's attention was called by Pride to the developments in television and its interrelation with exhibition and production. He pointed out that while the decree prohibits the new theatre company from engaging in production, he said it is not excluded that the theatre company may ask the court's permission in the future to engage in some form of production, such as televising live stage shows for theatre television.

Maurice Silverman, a Department of Justice attorney, outlined the main provisions of divestiture, which call for 20th-Fox and National Theatres to dispose of about 100 theatres within the next two years, and for conditional divestiture of that many more over a longer period.

Petrillo Reelected

(*Continued from page* 1)

Ore.; Stanley Ballard, Minneapolis; George V. Clancy, Detroit; Walter M. Murdoch, Toronto.

For the board vacancy created by the resignation of John L. Parks, Dallas, the delegates chose Charles R. Iucci, New York City, in a close race over William Harris, Dallas.

New NPA Board

(*Continued from page* 1)

ing, the M-4 order was amended to include site preparation in the definition of "commence construction."

The appeals board asked Concho for additional information, and then gave the project the green light. The board did, however, impose some restrictions on the amount of certain critical materials that Concho can use in the project.

J. H. Boothe Resigns

TORONTO, June 7.—J. Howard Boothe has resigned as British Columbia district manager of Odeon Theatres, Ltd., Toronto.

20th-Fox Convention

(*Continued from page* 1)

Harry A. Mersay, Roger Ferri, H. B. Johnson, Emanuel D. Silverstone, Leslie F. Whelan, Paul Terry, Jonas Rosenfield, Rodney Bush, Stirling Silliphant, David Golding, Abe Goodman, Ira Tulipan and Paul Terry.

Division managers attending are: Martin Moskowitz, Edward X. Callahan, Ray E. Moon, Harry G. Ballance, Herman Wobber, Morton A. Levy, Peter Myers, and assistant division managers Paul S. Wilson and Bryan D. Stoner, Western.

Branch managers are: Daniel R. Houlihan, Fred R. Dodson, James H. Connolly, Charles B. Kosco, John E. Holston, Tom R. Gilliam, Joseph B. Rosen, I. J. Schmertz, Mark Sheridan, Jr., Vincent J. Dugan, Robert L. Conn, Joseph J. Lee, Thomas O. McCleaster, Joe R. Neger, Clyde W. Eckhardt, Thomas W. Young, Jack H. Lorentz.

Also, Ralph Pielow, Jr., Ben A. Simon, William A. Briant, Abe Dickstein, M. W. Osborne, Joe E. Scott, Sam E. Diamond, Al Levy, Charles F. Powers, Gordon F. Halloran, Kenneth O. Lloyd, Alex W. Harrison, Jack Burk, Glenn Norris, V. M. Skorey, Gerald L. Chernoff, Reginald C. March, Phil Sherman, James E. Patterson, Joseph H. Huber.

Exchange sales managers are: Marvin Doris, John A. Feloney, Arthur Van Dyke, Robert C. McNabb, Raymond Schmertz, William S. Miller, Jay Frankel, David S. Gold, Nat Rosen, C. C. Kellenberg, Joseph A. Feld, Ira Sichelman.

Regional exploitation representatives are: Ted Tod, Harold (Chick) Evans, Jimmie Gillespie, Phil Engel, Eddie Yarbrough, Sam Glasier, Joe Lebworth.

Myers Says

(*Continued from page* 1)

torney Kenneth Royall during previous testimony.

There were these other major developments at the hearings today:

A letter was put in the record from Royall estimating that the treble damage suits pending against the distributors from all sources totaled $340,000,000 rather than the $185,000,000 cited by him some weeks ago.

Sub-committee chairman Celler (D., N. Y.) charged angrily that for the first time in over 20 years Congress was being pressured to knock out the requirement for mandatory treble damages and instead to leave the amount of damages to the discretion of the court, and that "this tremendous pressure comes from one source—the motion picture companies which want relief from the flood of lawsuits."

Sub-committee members indicated they thought the bill finally approved would set up a shorter than six-year statute, probably around four years.

In opposing the distributors' suggestion for leaving the damages to court discretion, Myers took a backhanded slap at the Justice Department.

"When a corporation loses an anti-trust case brought by the government, the way is still open to settle it by a soft negotiated decree," he declared. "But when a private party secures a money judgment there is nothing a monopolist can do but pay through the nose. This powerful deterrent to law-breaking should not be weakened merely to protect eight major film companies against the consequences of their own wrong-doing."

Myers criticized the distributors for "running to Congress for relief," and said he was convinced that the distributors "by bona fide negotiation and agreement with other elements in the motion picture industry can adjust practices—such as forced competitive bidding for films—and thus relieve much of the tension within the industry and pave the way for the establishment of an effective but economical arbitration system for the settlement of intra-industry disputes." He said he felt that controversies over runs and clearances, which account for much of the pending litigation, can be satisfactorily arbitrated, and that claims for damages for anti-trust violations could be also.

"The primary purpose of such arbitrations would be to recover actual damages," he declared, but the "arbitrators, with the consent of the parties," would also be authorized "in proper cases to award punitive damages not to exceed twice the actual damages, thus clothing the arbitrators with full discretion in the matter of awarding treble damages."

His own idea, he said, would be to have three-man panels, with one man named by each party, and those two then picking a third. In this manner, he said, the panels would consist of men familiar with the industry and the parties would not have to spend "weeks and months educating judges and juries" to the workings of the film industry.

Rubine to Tour U. S.

Irving Rubine, film publicist, will accompany Francis X. Bushman on his swing around the country in behalf of 20th Century-Fox's production, "David and Bethsheba."

400 THEATRES WHOOP IT UP F



Yes, sir! Four hundred theatres in the Kansas City, Salt Lake, Oklahoma City and Denver Exchange territories grouped for mid-June and early July to launch RKO's sensational saga of hot lead and cold courage! ...Happy showtime excitement and ballyhoo sweeping like wildfire across the prairies to the mountains, for the one big show as glorious as the West it pictures!

RKO presents

BEST OF THE

COLOR BY TECHNICOLOR

ROBERT RYAN · CLAIRE TREVOR

JACK BUETEL · ROBERT PRESTON

with WALTER BRENNAN

JOHN ARCHER

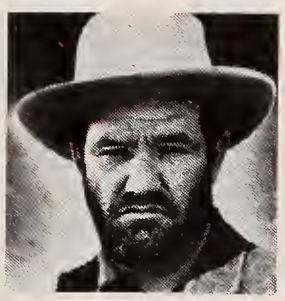
LAWRENCE TIERNEY



Directed by WILLIAM D. RUSSELL • Screenplay by ROBERT HARDY ANDREWS and JOHN TWIST

FOR A GREAT ACTION SHOW!





BADMEN

RKO RADIO PICTURES

LET'S "FACE" IT!



You're going to be doing smash business when you play

THE MAN WITH MY FACE





EDWARD F. GARDNER presents

"THE MAN WITH MY FACE"

starring **BARRY NELSON** with Lynn Ainley
James Boles • John Harvey • Jack Warden
Carole Matthews • Screenplay by
Samuel W. Taylor, T. J. McGowan, Vincent
Bogert and Edward J. Montaigne
From a Novel by Samuel W. Taylor
Directed by **EDWARD J. MONTAIGNE**
Produced by **EDWARD F. GARDNER**
Released thru United Artists

"Unusual. Builds suspense, speeds to wildly exciting climax. Gripping click!"
—FILM DAILY

"Unusual excitement. Vital and novel, cleverly planned!
—M.P. DAILY

"Fine performances, excellent one long, exciting chase!"
—M.P. HERALD

RIGHT "FACE" FOR BRIGHT BUSINESS thru UA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 112 NEW YORK, U.S.A., MONDAY, JUNE 11, 1951 TEN CENTS

MPAA Drives 'Hard' for Remittances

Making Up Devaluation Losses, McCarthy Says

The Motion Picture Association of America has made "substantial progress" of late toward offsetting the ill effects which currency devaluations abroad had imposed on the U. S. distributors' foreign earnings, and as the various currencies strengthen "we are trying to move in fast and hard to get the dollars flowing back to Hollywood so we can go on making the kind of pictures that made us the leading industry," John G. McCarthy, MPAA foreign department chief, told trade press representatives at the weekend following his return from Europe.

Having secured from the French an agreement to halt immediately all restrictions on remittances, the MPAA now is aiming for full convertibility of earnings in Britain and "regularization" of the Spanish market, McCarthy said.

"The foreign market," the MPAA

(*Continued on page 5*)

IATSE 'Collarites' Hit DPOWA Status In NLRB Brief

IATSE Motion Picture Home Office Employes Local No. H-63 has filed with the National Labor Relations Board a brief described as the first one designed to determine the status of the Distributive, Processing and Office Workers of America (District No. 65) among film company "white collar" workers in New York, it was reported on Friday by Russell

(*Continued on page 2*)

SPG Tells Members To Refuse Pay Cuts

HOLLYWOOD, June 10.— The Screen Producers Guild, following the lead of the Screen Writers Guild, has telegraphed its ten members employed at 20th Century-Fox to refrain from accepting the company's pay-reduction proposal until the committee appointed by the guild studies the proposition thoroughly. The committee is expect-

(*Continued on page 5*)

Theatre Telecasts Stir Network, Other Opposition

Italian Remittances To Start June 30

June 30 is expected to be the date when remittances from Italy will begin under the new Italo-American film agreement, John G. McCarthy, foreign department chief of the Motion Picture Association of America, reported here on Friday.

The Italian deal will not serve as a "pattern" in the Association's efforts to strengthen the position of the MPAA member companies in other countries, he indicated, explaining that the approach to the problems faced elsewhere will depend on the nature of the individual situations.

The exclusive theatre telecast of the Joe Louis-Lee Savold fight Wednesday night and the prospects for more exclusive theatre TV coverage when the football season rolls around has provoked countering statements and activities by the networks and the proponents of "box-office in the home" television.

Zenith Radio president Eugene F. McDonald dug into his files and brought out a letter he wrote a year ago to Frank Stanton, CBS president, which warned that theatre TV would be able to outbid television networks for sporting and other major events through the power of their box-office.

McDonald's answer, then and now, is to use his company's Phonevision system, which would make the viewer pay but in his own home. He terms theatre TV as a monopoly, but does not use the term when the exclusive telecast is paid for through Phonevision, Subscriber Vision or Tele-

(*Continued on page 5*)

Arnst Elected Head Of Montana Group

BILLINGS, Mont., June 10.—Independent Theater Owners of Montana have elected Fred Arnst of Ft. Benton president, at the two-day annual meeting in Billings. Jack Suckstorff of Sidney, was reelected vice-president, and Clarence Golder of Great Falls, secretary-treasurer. Directors are: N. M.

(*Continued on page 5*)

Schwalberg Presides At Feinstein Affair

PITTSBURGH, June 10.—Al Schwalberg, president of Paramount Distributing Co., will be toastmaster at the Harry Feinstein testimonial dinner, sponsored by Variety Club Tent No. 1, on the occasion of Feinstein's promotion to zone manager of Warner's New England Theatres. He formerly

(*Continued on page 2*)

NPA Simplifies Methods of Obtaining Needed Metals

WASHINGTON, June 10.—Manufacturers of motion picture equipment and those in other fields whose operations come under the Controlled Materials Plan but who use only small quantities of steel, copper and aluminum have been given a simple way of obtaining their needed supplies without application to the government, the National Production Authority discloses.

Such a manufacturer need not apply to NPA for a specific allotment if his quarterly requirements do not exceed five tons of carbon steel, one-half ton of alloy steel, no stainless steel, 500 pounds of copper and 500 pounds of aluminum. Instead, he is authorized to use the allotment symbol "SU" (small user) on his orders. He can also use the priority rating "DO-SU" for materials other than steel, copper or aluminum.

Congressional Act Changes Myers' Job

Washington, June 10.— Abram F. Myers, long-time general counsel of Allied States Association, has finally sold out to the distributors. At least, that's what the *Congressional Record* says.

Myers testified last week before a House Judiciary sub-committee on a bill to overhaul the anti-trust laws. According to the official summary in the *Congressional Record*, "witnesses heard included Abram F. Myers, counsel for the Motion Picture Association of America, Inc."

Merchandising Intensified By 20th-Fox

Convention To Be Told Of More Unified Activity

LOS ANGELES, June 10.—When 20th Century-Fox president Spyros P. Skouras bangs the gavel tomorrow morning in the headquarters of National Theatres to open a five-day national sales convention, he will sound, too, the keynote of a joint action program designed to intensify the merchandising of the company's motion pictures to the public at large.



Spyros Skouras

"Planned on the basis of closely unified activity between the sales forces and the advertising, pub-

(*Continued on page 4*)

N. Y. Exhibitors Map Projects for 'P. R.' Campaign

Two major plans of the Metropolitan exhibitors' cooperative public relations campaign, a tie-in with Macy's and a traveling exhibit in the New York high schools, were presented to more than a score of leading exhibitors and distribution advertising-publicity men at a luncheon here on Friday.

Beginning in August, Macy's will

(*Continued on page 4*)

Mono. Plans Japan Co-production Deal

Norton V. Ritchey, president of Monogram International, and Takejiro Ohtani, president of the Shockiku Company, Japanese production-distribution-exhibition organization, disclosed on Friday that the two firms will negotiate with a view to setting up a joint production arrangement.

Revealing the plan at a luncheon for

(*Continued on page 2*)

Personal Mention

DR. HERBERT T. KALMUS, president and general manager of Technicolor, has been granted an honorary fellowship by the British Kinematograph Society.

•

EDWARD F. LOMBA, managing director for 20th Century-Fox in South Africa, and SIDNEY HOREN, home office representative for Spain, Portugal, Italy, and Spanish North Africa, arrived here over the weekend. Immediately upon his arrival, HOREN entered the New York Hospital for a minor operation.

•

EDWARD MOREY, Monogram-Allied Artists vice-president, is scheduled to be dismissed within the next few days from Medical Center here, where he recently underwent surgery.

•

JOSEPH THAN, producer, RENE CLAIR, French producer, and MRS. CLAIR left here for Europe at the weekend on the *Ile de France*.

•

C. J. FELDMAN, Universal domestic sales manager, is in Hollywood from New York and is scheduled to go from there to Dallas.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, will return to his desk here today from a tour of branches.

•

LEE KOKEN, RKO Theatres vending machine head, has returned here from Rochester, Syracuse and Washington.

•

HARRY MANDEL, national director of advertising for RKO Theatres, will leave here today for the Coast.

•

ROBERT THOMPSON, M-G-M producer, is due to leave the Coast for Washington this week.

Monogram Plans

(*Continued fram page* 1)

the press at the Miyako Restaurant here, the Japanese and American film executives said that under such a deal the screenplays would be written in this country and the pictures filmed in Japan with actors from both countries. A Japanese and an English language version would be made of each picture.

Monogram-Allied Artists was host at the luncheon in honor of Ohtani who will visit Washington and Hollywood before returning to Japan around July 4. Ohtani is accompanied on his U. S. tour by K. Shirai, Shockiku producer, and Kenneth Hirose, head of Shockiku Film Enterprises, both of whom were present at the luncheon. Ohtani will study American production methods while he is in Hollywood.

Monogram has a deal with Shockiku under which the Japanese company releases two of the former company's pictures each month.

Review

"That's My Boy"

(Paramaunt)

MR. EXHIBITOR, mark down this August release right now as a money picture, a highly merchandisable piece of product with a load of laughter for young and old, except, perhaps, for the particularly serious who would not be provoked mirthfully even by as merry a motion picture as this one. Dean Martin and Jerry Lewis are responsible, performance-wise for the practically surefire destiny of this production. Commercially, they are red-hot today, and, judging from the offers made to them by telecasters, the stage, screen and nightclubs, they stand to stay that way for a long time.

Exhibitors with long and sensitive memories who may still be riled at Dean and Jerry over the pokes which they took at the film industry more than a year ago in an aircast that was widely heard should subjugate their feelings to the potential economic health which their box-offices are certain to enjoy from "That's My Boy". Exhibitors should consider the progress which the pair has made in public favor since then in telecasts and on stage with their highly zany antics and unpredictable performances with which they entertain so many. That progress has created a mighty wide ready-market for the showmen who latch on to this production, and therein lies box-office profit.

As one might expect, Hal Wallis gave Cy Howard's story and screenplay unstinted production values. And director Hal Walker exercised splendid judgment in restraining somewhat the extreme zany manner in which the pair perform so frequently in their TV shows. Ninety-eight minutes of that kind of behavior in this motion picture—or any other one, for that matter—might prove too much for most audiences. But Walker's guidance permits just enough of Jerry Lewis's nonsense to keep hearty laughter rolling along at a most satisfactory pace. Dean Martin's song renditions are excellent in the popular style, as usual. Very favorable support comes from all of the cast, headed by Ruth Hussey, and including Eddie Mayehoff, Marion Marshall, Polly Bergen, Hugh Sanders, John McIntire, Francis Pierlot, Lillian Randolph, Selmar Jackson and Tom Harmon.

The tale is a fairly simple one, entertainingly told through many switches, as it shows Mayehoff, the doting father of Jerry Lewis, try to change the boy from a shy introvert into a brawny hero in college football in the same college where Mayehoff was the grid star during his school days. Lewis's field fumbles are as side-splitting to the audience as they are of concern and chagrin to his doting dad and not-so-doting coach, Dean Martin. In the end, of course, in the final few minutes of "the big game", Lewis, who had been "benched", scores a 93-yard touchdown, boots a tremendous field goal and singlehandedly carries his nearly-defeated team to the conference championship. The football sequences are thrilling.

Running time, 98 minutes. General audience classification. For August release.

JAMES P. CUNNINGHAM

Gottlieb in New MGM Post Today

Saal Gottlieb, formerly M-G-M's Pittsburgh manager, today takes over the New York district formerly handled by Jack Bowen in consummation of changes announced here last week by William F. Rodgers, sales vice-president. Ralph Pielow, formerly New York branch head, assumes the duties given up by Gottlieb in Pittsburgh.

Louis Allerhand, formerly New Jersey manager, becomes New York branch chief, now that the Jersey branch has been consolidated with the New York activities in an efficiency move. Bowen will handle key circuit accounts out of the New York branch with his being relieved from managerial duties due to ill health.

U-I's 'Bright Victory' Into the Victoria

"Bright Victory," Universal-International, starring Arthur Kennedy and Peggy Dow, has been booked into the Victoria Theatre in New York to have its pre-release premiere in early August as the first U-I picture to play that house in almost two years.

Probe of Chicago Drive-ins Continues

CHICAGO, June 10.— The Federal grand jury continued to hold closed hearings Friday in the investigation of possible illegal price fixing agreements by the local drive-in theatres.

Among those who have been called in for testimony are: Ray Marks, partner of Double Drive-in; Ed Cooper, partner, and James Booth, general manager, Starlite Drive-in; Kenneth Prickett, general manager of the 66 Drive-in; Edwin Silverman, owner, and Ralph Smith, general manager of the Essaness Theaters operating the Harlem Avenue, North Avenue and Four Screen drive-ins, Louis Jelinek, owner, and Charles Choff, general manager of the Sky-Hi Drive-in; Jack Rose, partner, Manta and Rose Theaters operating the Hammond 41 Drive-in and William Atkins, general manager of the ABC Drive-in.

Kleinerman Joins NBC

Isaac Irving Kleinerman, formerly a director and editor with RKO-Pathe, has joined the documentary film unit of NBC here and will act as film editor of its first project, a history of the U. S. Navy in World War II.

Newsreel Parade

NOT a single current newsreel cantinuity sheet mentians Karea. Most af them, hawever, da have stories an the Beatificatian af Pape Pius X, Margaret Truman in London, graduatian at West Paint, a Cathalic priest and palice save a man fram suicide atap a high New Yark bridge. Camplete cantents fallaw:

MOVIETONE NEWS, No. 47—Priest, police prevent suicide on New York bridge. Eisenhower visits Normandy. West Point graduation. Pope Pius X beatified. Margaret Truman on European tour. Sports: Palisades Park thrill ride. High dive into fiery water.

NEWS OF THE DAY, No. 281—Eisenhower in Normandy. Drama on a bridge. Britain welcomes Margaret Truman. West Point. Pope Pius X beatified. Wild horse round-up. High-diving dare-devil.

PARAMOUNT NEWS, No. 84—Army's canine radar. Police, priest balk suicide attempt. (Bob) Hope ship comes in. Margaret Truman sees sights of London. Pope Pius X beatified. D-Day plus seven years.

TELENEWS DIGEST, No. 23—French commander returns with dead son from Indo-China. British paratroops embark for Cyprus. Pius X beatified. Puerto Rico approves constitution. Margaret Truman in London. British embassy party in Washington. Police, priest foil suicide attempt.

UNIVERSAL NEWS, No. 463 — West Point graduation. Margaret Truman in England. Cardinal Dougherty's funeral. Beatification of Pope Pius X. See-saw learning. Water skiing.

WARNER PATHE NEWS, No. 86—Margaret Truman in England. General Marshall at West Point graduation. Normandy invasion anniversary. High diving monkeyshines. Preakness winner meets Derby winner.

'IA' vs. DPOWA

(*Continued fram page* 1)

M. Moss, H-63 executive vice-president.

The brief takes the position that in the case of the Paramount home office employes, District No. 65 "appears as an interloper and that it has no legal rights or interests in units formerly represented by Screen Office and Professional Employes Guild, Local No. 109, United Office and Professional Workers of America." Filing attorney was Harold P. Spivak.

Said Moss: "The constitution of the new District 65-DPOWA, setting uniform dues for all units, and providing that the general council of District 65 is the supreme authority over and above the general membership of the organization, or over and above the membership of any so-called local union in District 65, definitely proves that any unit affiliating with DPOWA completely loses all previous autonomy."

Feinstein Affair

(*Continued from page* 1)

was head booker and buyer for the Warner Pittsburgh zone. The dinner will be held Tuesday in the Hotel William Penn.

Other executives who are expected to attend are: Harry Kalmine, E. K. (Ted) O'Shea, Arthur Greenblatt, Jules Lapidus, Maurice Bergman, and others.

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BECAUSE



For the first time in film history, **a picture is launched with an "Oscar"** (awarded for "Best performance by an Actor") **prior to general release!**

He was three musketeers in one—and one lover in a million! The screen's greatest swordsman, romantic poet and leader!

Immediately following the special selected roadshow exhibition playdates, "CYRANO" is now ready for general release and **FOR THE FIRST TIME AT POPULAR PRICES!**

More than $1,000,000 worth of advance public penetration achieved in not one but *FIVE* pre-selling campaigns in advertising, publicity and promotion—far in excess of any film in motion picture history!



STANLEY KRAMER'S production

Cyrano de Bergerac

JOSÉ FERRER co-starring MALA POWERS with William Prince • Morris Carnovsky • Ralph Clanton • Produced by Stanley Kramer
Directed by Michael Gordon • Screenplay by Carl Foreman
Associate Producer George Glass • Music by Dimitri Tiomkin

Cyrano de Bergerac

Because . . . it's Released thru UA

See Loew's Decree 'A Good Way Off'

Washington, June 10. — Loew's officials and Justice Department attorneys resumed consent decree talks here Friday.

Indications were that final developments are still a good way off.

N. Y. Exhibitors

(*Continued from page* 1)

feature a "favorite movie-of-the-month," it was reported by Victor Ratner, the department store's advertising-publicity vice-president, and it will be promoted in newspaper ads, window and store displays.

Exhibit Project

An exhibit to travel through the city's high schools and to reach an audience of 180,000 youths and many more adults, is available to the film industry, it was reported by Charles Beck, representing the Board of Education. He invited the industry to use the exhibit space of four museum cases and suggested that one or two of the cases be used for material about current releases.

Lynn Farnol, special counsel to the Motion Picture Industry Joint Public Relations Committee, was the host at Toot Shor's and introduced the speakers. Farnol said that the projects were only a part of a continuing drive to build audience interest in motion pictures and that from time to time the committee would report on other projects at similar meetings.

Others Present

Among others present were: Harold Rinzler, Charles Simonelli, David Lipton, Edward Rugoff, Oscar Doob, Art Schmidt, Ernest Emerling, Dan Terrell, Harry Mandel, Harry Goldberg, Max Youngstein, Arthur Mayer, Max Cohen, Robert Weitman, Sidney Blumenstock, Eddie Solomon, Sidney Garfield, Barrett McCormick, Gil Golden, D. John Phillips, Ben Washer, Phillip Miles, and members of the trade press.

20th Convention Speakers



Darryl F. Zanuck, Production Vice-President



Al Lichtman, Director of Distribution



Charles Einfeld, Vice-President



W. C. Gehring, Assistant General Sales Manager



Arthur Silverstone, Eastern Sales Manager



Edwin W. Aaron, Western Sales Manager

20th-Fox Merchandising

(*Continued from page* 1)

licity and exploitation departments of both Coasts it is expected that decisions reached at the meeting will bring about a confluence of efforts to result in largely increased attendance at the nation's box-offices," it was declared in a statement from the company.

Under the general supervision of Skouras and vice-president in charge of production Darryl F. Zanuck, the correlated action will be spearheaded by Al Lichtman, director of distribution; Charles Einfeld, vice-president and head of the advertising, publicity and exploitation forces, and Harry Brand, director of publicity for the studio.

Field generalship will stem from W. C. Gehring, assistant general sales manager; Arthur Silverstone, Eastern sales manager; Edwin W. Aaron, Western sales manager, the company's division managers and the advertising, publicity and exploitation department heads.

Besides Skouras, Lichtman will begin the sessions today with a statement of purpose. Official introduction of newly-appointed division and branch managers will conclude the morning's meeting.

The afternoon's activities will feature round table discussions by division and branch managers on the possibilities for increased business in their territories. In the evening the delegates will see "Decision Before Dawn."

On Tuesday morning, the delegates will discuss the handling and exploitation of "Decision Before Dawn." The afternoon session will be devoted to sales policies affecting prints, small town theatres, reissues and other matters with the discussions to be led by Silverstone and Aaron. Zanuck's Technicolor production of "David and Bathsheba" will be screened in the evening at the studio. "David and Bathsheba" will be discussed Wednesday morning.

The advertising and publicity department will display ads. posters, publicity and exploitation material, so that the delegates may make suggestions and comments based on their knowledge of regional appeals and reactions.

The afternoon's program will be devoted to a presentation of advertising, publicity and exploitation items for pictures slated for release during the next four months. Discussions will center about the campaigns for "Take Care of My Little Girl," "The Frogmen," "Secret of Convict Lake," "Mr. Belvedere Rings the Bell," "The Guy Who Came Back," "People Will Talk," "Meet Me After the Show" and others. That evening the delegates will see "People Will Talk," produced by Zanuck and directed by Joseph L. Mankiewicz.

Thursday morning's session will concern itself with general exhibitor needs and problems. The subject will be introduced by Western division manager Herman Wobber, and there will be round-table sessions.

Studio Plans

In the afternoon, the group will hear production chief Zanuck detail studio plans for the remainder of the year affecting the major line-up scheduled for 1952.

He will be followed by Charles Skouras, head of National Theatres, and by Emanuel Silverstone, vice-president and general sales manager of the company's international corporation.

Thursday evening, there will be a studio cocktail party and dinner. Delegates will then see the latest Clifton Webb comedy, "Mr. Belvedere Rings the Bell."

A major policy address will be made by Spyros Skouras on Friday morning, to be followed by a closing summation of the week's key activities by Lichtman.

The delegates are expected to depart for their offices over the weekend.

4 Majors Organize To Build in Japan As MPEA Bows Out

Four major distributors have formed a corporation for the purpose of financing the building of an exchange building in Osaka, Japan, it was revealed here. The four, Twentieth Century-Fox, Paramount, Warner Brothers and Loew's, have registered an organization certificate in this connection with the Secretary of State at Albany. The need to build an exchange in Osaka comes as a result of the adoption of a policy of independent distribution with the bowing out of the Motion Picture Export Association in Japan.

The corporation, Osaka Film Exchange Corp., has authorized capital stock of $300,000 at $100 par value. Individual incorporators are: Francis L. Harley, George Muchnic and J. William Piper. Subscribers, each owning three shares, are: Franklin S. Irby, Roger C. Clement and Harold S. Bareford. Joseph Rosthal was incorporating attorney.

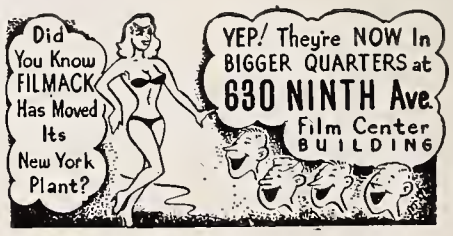
M-M-M-M!

Air Conditioning's a must when SHELLEY WINTERS and JOHN GARFIELD kiss on danger's doorstep in



HE RAN ALL THE WAY

The hottest box-office team of the year . . . **World Premiere** at the New York Paramount (and it's air-conditioned, of course!), **June 20th.**



MPAA Drive

(*Continued from page* 1)

executive said, "is a very great source of strength to the industry at a time when there seems to be some apprehension about business at home." In Europe, U. S. films are at the peak of their popularity and good Hollywood pictures do "enormous" business there, he added.

With plans to correct the Spanish situation now in the "formative stage," it would be a "delicate matter" to discuss, McCarthy said in reply to reporters' questions. However, he pointed out that last year only 57 American pictures were imported by Spain and only about 80 released. The present system in Spain calls for the purchase by American distributors of permits which have been placed in the hands of Spanish producers. McCarthy believes he has brought back a "feasible solution" to the Spanish problem. Meanwhile, the high cost of the Spanish permits has been reduced considerably in consequence of the American companies' joint resolution to refrain from buying them.

French Pact

Commenting on the French agreement, McCarthy disclosed that that country "got nothing" for doing away with its remittance restrictions. He explained that his argument in dealing with the French was that France's fiscal position had so improved that the American companies were entitled to full remittance of earnings. He found the French "honest, straightforward and cooperative" and aware of the value during the past decade of the cooperation which the American distributors extended.

Asked if the so-called bonus provisions of the current Anglo-American film agreement will have yielded by next October when the pact expires, the additional $4,000,000 foreseen originally, McCarthy could say only that there was a "slow start" in this respect but meanwhile there has been a "pick up in momentum." The basic provision of the agreement guaranteed convertibility in the amount of $17,000,000.

McCarthy hailed the extent to which the U. S. film business has risen in Australia, and pointed out that in addition to the 75 per cent remittance agreement achieved recently the outstanding balance in Australia is to be liquidated at the rate of £250,000 yearly and that tax refunds are remittable in dollars, too.

Theatre Telecasts

(*Continued from page* 1)

meter, all so-called "home box-office" TV devices.

In New York, Arthur Levey, president of Skiatron Electronics, which is developing Subscriber Vision, expressed his agreement with McDonald's point of view. Both see the "home box-office" as the only alternative to theatre TV in bidding for sporting spectacles.

Skiatron's counsel, Telford Taylor, was in Washington last week to confer with Wayne Coy, Federal Communication Commission chairman, on the test run of Subscriber Vision, tentatively slated for the fall. Still to be decided before the FCC is formally asked for permission to conduct the test is programming content and hours. The actual permit, Taylor said, will be sought by WOR-TV, the station which will handle the experimental telecasts.

Loss of the Louis-Savold fight is being met by the networks with sporting programs to run at the same time the fight is on. Meanwhile, the companies are redoubling efforts to break the National Collegiate Athletic Association's limitation on telecasting of college football games next fall.

The first college to break with the NCAA policy, which favors theatre telecasts, was the University of Pennsylvania, which last week signed up with ABC for television coverage of its home games. Notre Dame has been reported ready to follow Pennsylvania and if it does the value of exclusive theatre telecasts will undoubtedly suffer.

D. C.'s RKO Keith Plans No Admission Hike for Fight

WASHINGTON, June 10. — Present plans of RKO Keith's here are to show the theatre telecast of Wednesday's Louis-Savold fight in addition to the regular feature and without any increase in admission prices, officials said.

Rush TV Installations

CAMDEN, N. J., June 10.—Confidence that installation of RCA theatre television equipment in Loew's Century Theatre in Baltimore and RKO's Palace Theatre in Cleveland would be complete in time to telecast the Joe Louis-Lee Savold fight was expressed by the RCA service department at the weekend.

General Electric Plans 'Composite' Color TV

Experimental color telecasts using a system of the type recommended by the National Television System Committee will be undertaken this summer by General Electric, the company announces. The tests will be made from the company's electronics laboratory at Syracuse, N.Y.

Review

"The Frogmen"

(20th Century-Fox)

THE FIRST motion picture tribute to be paid to the men of the U. S. Navy's Underwater Demolition Team, "The Frogmen," is a singularly engrossing film which, by virtue of its extraordinary subject matter, entertainment qualities and top-drawer casting, should rank among the year's leading grossers. This estimate of its box-office potential assumes, of course, that the film will receive the all-out exploitation it deserves.

The large and exclusively male cast is headed by Richard Widmark, Dana Andrews and Gary Merrill. Widmark plays the commander of a UDT group which, operating from battleships and submarines during the latter stage of the war with Japan, swam its underwater way to heroic achievements in Far Eastern coastal waters. Attired sometimes in only trunks and rubber foot-fins, sometimes in underwater suits equipped with breathing devices, these skilled and courageous swimmers plant dynamite charges in enemy submarine ports and destroy as well a variety of other installations to prepare the way for invading U. S. forces.

The "frogmen's" activities, as presented here by the underwater photography of Norbert Brodine, are truly fascinating to watch. And the depictions of how the men, after completing their assignments, are hauled aboard speeding pick-up boats, are best described as breathtaking. These enlightening details of the UDT's work are tied together by a slender though always interesting story of hard-headed officer Widmark's unpopularity with Andrews and the other enlisted men, and how the commander, himself an underwater hero, wins the affection of his team. At times genuine suspense takes over, for instance when a number of Japanese underwater fighters attack the American "frogmen" during a particularly dangerous mission.

Credit Samuel G. Engel with a fine production splendidly directed by Lloyd Bacon from a screenplay by John Tucker Battle. Supporting roles are ably filled by Jeffrey Hunter, Warren Stevens, Robert Wagner, Harvey Lembeck, Robert Rockwell, Henry Slate, Robert Adler and many others. The original story was by Oscar Millard.

Running time, 96 minutes. General audience classification. For July release.

CHARLES L. FRANKE

Mono. Board to Meet

HOLLYWOOD, June 10.—The annual meeting of the Monogram-Allied Artists board of directors will be held at the studio Tuesday.

SPG Stand

(*Continued from page* 1)

ed to report to the guild board Monday night.

Meanwhile, the company confirmed reports that the original wage-reduction formula has been revised in such a manner that those accepting cuts can recover the total amount of their reductions from fifty per cent of the company profits over the entire period covered by the plan, if the profits aggregate sufficient funds, or in any sufficiently profitable six-month period, instead of having the cuts balanced against company profits for a period in which they are sustained.

The involved point is tantamount to regarding the cuts taken as carried on an open account by the company.

Arnst Elected

(*Continued from page* 1)

Stubblefield, Tom Grady, Rex Flint, and D. E. Lockrem.

Also E. M. Jackson, J. H. Moran, E. R. Munger, Frank Morgan. The group approved the Pacific Coast Conference of Theatre Owners new constitution and bylaws, but passed no resolutions. It voted to hold the next semi-annual meeting in Butte in November.

Utah, Idaho Exhibitors

Utah and Southern Idaho Independent Theater Owners is scheduled to hold an election June 13 during the annual exhibitors round-up in Salt Lake, scheduled for June 13-15. Ralph Trathen is chairman of this group.



SELL YOUR PICTURES ALL OVER TOWN

DO MORE POSTING!



Plaster the Highways and the Byways . . . with the story of your ATTRACTIONS . . . in the bright, colorful, eye-appealing lure . . . of the ONE SHEET . . . the THREE SHEET . . . the SIX SHEET and TWENTY-FOUR SHEET . . . . . . the BIG ARTILLERY of *Showmanship* . . . that finds its target . . . wherever there are people . . . to turn into PATRONS . . . at your Boxoffice!

DO MORE POSTING!

MAKE IT A BOXOFFICE 4th

Keep 'em *off* the highways . . . and *in* the theatre . . . *Ask* your NSS Salesman for the July 4th Brochure of *Special Exploitation Ideas* for INDEPENDENCE DAY . . . Don't miss the *magnificent* TRIBUTE TRAILER especially produced to create GOOD WILL amongst your patrons . . . Make it a *profitable* FOURTH!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 113 NEW YORK, U.S.A., TUESDAY, JUNE 12, 1951 TEN CENTS

Sees 20th-Fox 'Best Showing' At Year's End

Skouras Tells Convention Need for Sound Thinking

LOS ANGELES, June 11.—A prediction that 20th Century-Fox at the end of the year "will make the best showing in (the company's) history, despite the first quarter," was made today by 20th-Fox president Spyros P. Skouras in a keynote address at the opening session of the company's five-day sales convention at National Theatres headquarters here, attended by about a hundred delegates.

Skouras said, "today we have the greatest challenge motion picture men ever have had to face. We face it with knowledge and know that by dogged determination we can win as long as we pursue a policy of sound thinking."

Al Lichtman, director of distribu-

(Continued on page 4)

Forman Acquires 5 Theatres from W.B.

SEATTLE, June 11.—Five Warner Bros. theatres, representing the company's last holdings in this region, have been acquired by William Forman of this city, president of Forman's Theatres and United Theatres. Although the purchase price was not disclosed, Forman described the deal as one of the largest theatre transactions in the Northwest in recent years.

The five theatres, which Forman will take over July 1, include the Elsi-

(Continued on page 6)

Expect 2,500 At W.B. Trade Shows

About 2,500 theatre owners, managers and bookers in every exchange city in the country (with the exception of New York where screenings were held on May 31 and June 1) are expected to turn out for Warner Bros.' two-day "Look Forward" showings of four productions which begin today.

Exhibitor acceptance of the invitation of Warner Bros. vice-president

(Continued on page 6)

$350,000 to Four Former Officers of 'U' as Consultants

Universal-International has committed itself to the payment of approximately $350,000 for the consultative services of four former executives of the company, it was revealed yesterday. The sums to be received by each are identified also as severance pay.

The four are J. Cheever Cowdin, former board chairman; Charles D. Prutzman, who was vice-president and general counsel; Joseph H. Seidelman, former vice-president in charge of foreign operations, and William A. Scully, former general sales manager.

Cowdin, who was also chairman of the U-I executive committee, has an arrangement whereby he will serve in a consultative capacity in connection with the financial matters of the company for a period of four years commencing Jan. 1, 1950, and terminating Dec. 31, 1953. He received $60,000 for the calendar year 1950, and will receive $45,000 for 1951; $40,000 for 1952, and $35,000 for 1953. In the event of his death, the payments are

(Continued on page 4)

$78,000 to Schwartz In New RKO Pact

Under the terms of the three-year employment contract which Sol. A. Schwartz, RKO Theatres president, concluded recently with the company he will receive $78,000 per year plus expenses, it was made known yesterday. Expiration date of the pact is April 30, 1954.

Schwartz, who has been associated with the company and its predecessors for more than 25 years, has agreed not to have a financial interest, directly or indirectly, "in any other person, firm or corporation engaged in any business competitive to the company."

Moreover, the agreement is "bindin upon the successors and assigns of the company in the event that any corporation succeeds to or acquires the assets of the company or in the

(Continued on page 6)

Mayer Sets Jubilee Meet for Tomorrow

The Motion Picture Association of America national distributors committee headed by Ben Kalmenson of Warner Brothers, and the advertising-publicity committee headed by S. Barrett McCormick of RKO Pictures, will meet at MPAA's offices here tomorrow with Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations to dis-

(Continued on page 6)

Commercial Color TV May Begin Soon

Washington, June 11.—The Federal Communications Commission said today that commercial color telecasting could begin around June 23.

In a series of questions and answers on color TV, the FCC said that the new system could start when the Supreme Court issues its mandate. Under court rules, this should be about June 23, the FCC said, adding that it will put out a public notice when the mandate is issued so that all persons will know when color broadcasts can start.

'Caruso', 'Fabiola' Grosses Still Top B'way First Runs

Clouds and intermittent rains discouraged the local summer weekend exodus and Broadway first runs benefited at the box-office but business in general remains spotty despite the opening of new films at a number of houses.

The best showing continues to be at the Radio City Music Hall where the fifth week of "The Great Caruso" is matching the $135,000 registered for the fourth week. The picture and its stage companion, "Island Paradise", will hold for at least a sixth week and more if the pace keeps up.

Also drawing an outstanding gross is "Fabiola" at the Victoria, with $25,000 estimated for a second week. "On the Riviera" is doing satisfactory but not exceptional business at the Roxy, with about $60,000 due for a third

(Continued on page 4)

U-I Slates 7 for Release in Summer

Universal-International has set for release during July and August a group of pictures which Alfred E. Daff, director of world wide sales, has termed representative of "hot weather film fare." The group consists of seven films.

In announcing the releases, Daff said, however, that "there is nothing seasonable about the motion picture business when strong and outstanding product is released at an even flow the year around as is our policy at Universal. In order to sustain public interest in theatre-going throughout the year, it is essential that a steady flow

(Continued on page 6)

Two More Sign For Theatre TV Exclusive

Nine Theatres Are Now Set for Prize Fight

Two more theatres have joined in the experimental exclusive theatre telecast of the Joe Louis-Lee Savold fight scheduled for New York's Polo Grounds tomorrow night, bringing the total number of participants, as of yesterday, to nine.

The two newcomers are the Lincoln Theatre in Washington and the Harlem Theatre in Baltimore. Already scheduled to carry the fight in the two cities are the RKO Keith's at Washington and Loew's Century at Baltimore, but the two new houses cater to a colored audience.

Meanwhile, interest in the industry's widest attempt yet to turn its competitor, television, into a direct box-office

(Continued on page 6)

NEWS FLASHES

WASHINGTON, June 11.-The Federal Communications Commission today gave telephone companies in Illinois, Maryland and the District of Columbia permission to use their television relay facilities to carry the exclusive theatre telecasts of Wednesday's Louis-Savold fight at New York's Polo Grounds.

•

Barney Balaban, president; Adolph Zukor, board chairman, and all other officers of Paramount Pictures were reelected yesterday at a meeting of the board. Also, a new officer was added with the election of Arthur Israel as assistant secretary. A quarterly dividend of 50¢ per share was declared by the board of directors, payable June 30.

U. S. 'Red Tape' Is Beginning to Snarl Manufacturers: Neu

Manufacturers in the theatre equipment and supply field are feeling an appreciable cost pinch right now because of government pressure in the matter of price control, Oscar F. Neu, president of Theatre Equipment and Supply Manufacturers Ass'n, said here yesterday.

Beginning with "Manufacturers' General Ceiling Price Regulation, Ceiling Price Regulation 22, Title 32A-National Defense Appendix," dated April 25, 1951, the manufacturers have accumulated a half dozen or more printed bulletins which require them to provide information on which a pricing formula for their products may be based. The bulletins, according to Neu, run into thousands of words printed on 9x12 sheets in six and eight-point type. The first consisted of 23 pages broken down into 51 sections. A second has 15 pages in 50 sections and a third four pages in 7 sections.

Records Examination

Information which must be filed with the Office of Price Stabilization not later than the first of next month, requires that office records covering all phases of the manufacturer's business during a specified period more than a year ago be examined. All costs, including materials, labor and overhead and all selling prices are involved in the examination.

Neu said he has first-hand knowledge of what this government procedure means because of its impact on his own business, Neumade Products Corp., which he regards as typical. "There have been repeated calls on our lawyers for their help in interpreting the regulations which seem to be changing almost from day to day," he said. "Key men in our organization have been obliged to spend a great share of their time for weeks in searching office records to the exclusion of their regular duties. Outside accountants and auditors have been called in. It would be hard to say just what all this has cost us, but it has been a lot of money."

Reductions Expected

Government bulletins say the price control plan is intended to return prices to "the pre-Korean level" and that "at least a moderate reduction of average wholesale prices is expected."

The TESMA president says there have been no sharp price advances in his business directly related to the Korean emergency and that he has observed few advances in the theatre equipment and supply field generally. Many TESMA firms sell a major part of their product to the 35mm motion picture industry which, because of current general trade conditions, is not disposed to stand unwarranted price advances, Neu observed. "The extra expense we have been obliged to bear to meet these new regulations has given us all quite a beating," he said. "Looks to me as though the government should have made some provision for this expense."

Personal Mention

NORTON V. RITCHEY, president of Monogram-International, left here yesterday by plane to attend the firm's board meeting on the Coast today.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Pittsburgh today from New York on the first leg of a central district trip.

•

JOYCE O'HARA, Motion Picture Association of America vice-president, will meet with trade press publishers and editors at a luncheon at the Harvard Club here tomorrow.

•

HERMAN KASS, Universal exploiteer, and MRS. KASS announced the birth of their first child, MICHAEL, at the Leroy Hospital here on Friday.

•

DAVID MISTLIN, exhibitor from London, visited GEORGE MANN, president of Mann's Theatre Service, while in San Francisco recently en route to Hollywood.

•

KENNETH MCELDOWNEY, producer, left here tonight for Hollywood. Next week he is slated to return here en route to Europe and India.

•

WILLIAM SATORI, European representative of Monogram-Allied Artists, will leave London next Sunday for a tour of German exchange offices.

•

BENJAMIN THAU, M-G-M studio executive, and SPENCER TRACY will arrive here tomorrow from Europe aboard the S.S. *Queen Mary*.

•

BILLY WILDER, Paramount producer-director, is due to arrive here this week from the Coast.

•

ALFRED HITCHCOCK, producer-director, is due in Boston on Friday from the Coast.

•

DON HARTMAN, Paramount's supervisor of production, arrived here from the Coast yesterday.

•

WALT DISNEY, his wife, and two daughters, SHARON and DIANE, arrived here from the Coast last night for interviews and personal appearance on JAMES MELTON's TV show on Thursday. He will leave for London aboard the S.S. *Queen Elizabeth* with his family on Friday.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by BERNARD LEVY, his assistant, is in Chicago from New York. Their itinerary includes visits to Minneapolis and Des Moines this week.

•

MICHAEL HAVAS, RKO Pictures Latin American supervisor, left here yesterday for a month's trip to Paris and Rome. He will return to New York before going back to his office in Mexico.

•

EVERETT THORNER, director of motion picture theatre relations for the National Foundation for Infantile Paralysis, and MRS. THORNER announce the birth of a son, JOHN ANDREW, their second child.

•

LEON J. BAMBERGER, RKO Pictures sales promotion manager, will address the Mississippi Theatre Owners convention at Biloxi, Miss., June 24-26 on the theme "What's Ahead."

•

DON PRINCE, RKO Pictures Eastern publicity director, has returned to New York from New Orleans.

•

BILL WALSH, Walt Disney studio publicist, has arrived here from the Coast.

•

ANTHONY Z. LANDI, producer, is here from the Coast for conferences with United Artists executives.

News 'Breaks' Mount For 'The Frogmen'

Advance preview of 20th Century-Fox's "The Frogmen" at the Little Creek Naval Base in Virginia recently for press, radio and television representatives has begun reaping a publicity harvest, 20th-Fox points out.

The cover and an inside spread in last Sunday's out-of-town edition of the New York *Sunday News* was devoted to a pictorial story of the underwater demolition teams featured in "The Frogmen." Additional picture layouts and stories appeared in Hearst newspapers, New York *Times*, New York *World-Telegram* and *Sun*, the *Morning Telegraph* and through wire services. Forthcoming issues of *Look* and *Cue* will treat the subject pictorially and numerous TV and radio programs will give it attention.

20th-Fox Outing Set

The annual outing of the 20th Century-Fox Family Club will be held June 20 at Bear Mountain. Club members and guests will leave here by boat in the morning, returning in the late evening.

Talent Guilds Meet On Pay Cut Plan

HOLLYWOOD, June 11.—Talent guild representatives are scheduled to meet here tonight to map a common approach to 20th Century-Fox's salary reduction plan.

With 20th-Fox executives in town for the company's sales convention, the guilds are expected to reach a policy decision in time for guild representatives to confer with 20th-Fox officials.

Meanwhile, the newly-installed Screen Directors Guild board has slated a meeting for tomorrow night to consider the matter and possibly act on the results of tonight's joint meeting, attended by delegates from the SDG, the Screen Producers Guild, the Screen Writers Guild and the Screen Actors Guild.

'L'Affaire' Rights Deal

William Horne of New York, who has acquired U. S. distribution rights to the French-made "L'Affaire," reported that he has turned over rights covering the Western U. S. to Robert Kronenberg of Manhattan International Films.

Discuss ABC-UPT Merger with FCC

Washington, June 11.—Federal Communications Commission chairman Wayne Coy and Commissioner George Sterling conferred informally on Friday with Leonard Goldenson, United Paramount Theatres president, Robert H. O'Brien, UPT secretary-treasurer, and Robert Kintner, ABC president, on the proposed merger of the radio-TV network and the theatre circuit. The executives now have seen all FCC members except Robert Jones, who is out of town.

No further meetings are expected until the formal application is made after the stockholders act.

Frieda Hennock on U.S. District Court

WASHINGTON, June 11.—The leading Federal Communications Commission spokesman for educational television, Commissioner Frieda B. Hennock, was named today by President Truman to be a U. S. District judge in the Southern District of New York.

This was one of several New York judicial appointments announced by the White House today. Many key film cases are tried in the Southern district.

Miss Hennock replaces Alfred C. Coxe, who retired recently. Judge Coxe, a member of the statutory court in the Paramount case, may continue to sit on that case, even though retired.

Other changes: District Court Judge Harold R. Medina was named to be U.S. Circuit judge, succeeding Learned Hand; New York District Attorney Thomas F. Murphy was named to succeed Medina as District Judge; and Edward Jordan Dimock was named another Southern District judge to succeed the late George Murray Hulbert.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

"Hollywood STORY"
starring Richard CONTE and Julia ADAMS
PARAMOUNT TIMES SQUARE
IN PERSON
THE AMES BROS.
BOBBY SARGENT
GRACIE BARRIE
BUNNY BRIGGS
HERBIE FIELDS
And His Orch.
Midnight Feature Nightly

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National Pre-Selling

NATIONAL magazine advertising on Paramount's "Ace In The Hole" will appear in *Movie Life* and *Movie Stars Parade*, out June 5th; *Modern Screen* and *Screen Stories*, out June 8th; *Photoplay* and *Movieland*, out June 10th; *Screenland* and *Silver Screen*, out June 11th; *Movie Story* and *Screen Guide*, out June 15th; the *Saturday Evening Post*, for June 27th; *Collier's*, for June 29th; *Look* magazine, dated July 3rd, and *Life*, dated July 6th. The campaign is tied in with an elaborate preselling packet of promotional aids which has been supplied as a portfolio to fieldmen and first-run theatres.

•

Lynn Farnol, special representative of the Joint Public Relations Committee, acting for 500 New York theatres, at a luncheon meeting last week, announced the formation of a special panel of judges to select their favorite movie of the month. Lynn's idea is to have the choice typify the notable who makes the selection, and thus the public will get a two-way reaction —what the V. I. P. likes as compared with what *I* like, meaning the individual. For instance, what Toots Shor or Bennett Cerf calls the funniest movie of the month, or what Hattie Carnegie or Fannie Hurst may like best, or the selection by Dimitri Mitropoulos or Jackie Robinson, just to create a difference of possible opinion, not necessarily so.

•

The new *Look* magazine, next on the stands, will carry a feature article, "Music With Muscles," starring Mario Lanza and giving intimate at-home shots of MGM's "Great Caruso" in action and behind the camera. The stocky, 30-year old truck driver has show business gasping at the phenomenal business done with his latest picture, and the bonanzas surprise, flatter and delight him. He prides himself he is "a man's singer," but that isn't quite the way it is working out at the box office. The ladies are building up matinee intake to new highs.

•

Universal-International has launched a comprehensive pre-release promotion campaign on "Francis Goes To The Races" on six network and television "give-away" progroms designed to reach an estimated weekly audience of 45,000,000 *over the next four to eight weeks. The programs are "Stop The Music," ABC; "Remember the Date," NBC-TV; "Chance of a Lifetime," ABC-TV; "Okey, Mother," DuMont television, and "Ladies Fair," MBS radio. The picture will be released early in July, with a world premiere to be announced.*

•

An estimated 500 TV appearances over local and network shows are scheduled for the three different kinds of pre-selling talent planned by 20th Century-Fox as promotion for "David and Bathsheba." Ingenious is the word for it, for they have "Goliath" in person for the children and teenagers, Francis X. Bushman in person for wives and romantic females, and "Six Harem Wives" in person, for you-know-who.

Review

"Take Care of My Little Girl"

(20th Century-Fox)

SORORITIES and fraternities are given the acid treatment in "Take Care of My Little Girl," Julian Blaustein's breezy production of the novel by Peggy Goodin. Sororities, as the title witnesses, are the principal concern of the picture (fraternities coming in for more or less indirect examination) and the indictments are reserved for those Greek-letter societies that trade in and thrive on snobbery and prejudice. Not all college sororities are as undemocratic, materialistic and hypocritical as the story's Tri-U at mystical Midwestern University, the film allows, but members of such societies everywhere doubtlessly will be bent on reassessing their rules and regulations after seeing "Take Care of My Little Girl."

Apart from the fact that the picture takes to task an institution to which large numbers of people adhere, there are these factors for the exhibitor to consider in weighing its box-office possibilities: Jeanne Crain and Technicolor. To this reviewer's mind, those three considerations should spell business well above average. In the leading male role, moreover, there is a young man named Dale Robertson whose personality and Texas drawl are due to make him the pin-up of distaff film-goers across the country.

The story focuses on freshman Crain, her eagerness to be accepted by the sorority to which her mother belonged, her unhappiness at finding that her close friends are not accepted along with her because their families are less than well-to-do or because they don't manifest the right kind of wardrobe or for some other reasons the snobbish autocrats of Tri-U devise. It takes Miss Crain some time under the persistent tutelage of non-joiner Robertson, a Senior at the co-ed college, to learn that sororities like Tri-U are basically cruel. But when she does, she learns as well that a man like Robertson is worth a hundred like Jeffrey Hunter, the handsome show-off and leader of the school's top fraternity to whom she was attracted.

While not infrequently there is a note of caricature manifest in the acting, all roles are handled well for the most part under the able direction of Jean Negulesco. Supporting parts are filled by Mitzi Gaynor, Jean Peters, Betty Lynn, Helen Westcott, Lenka Peterson and many others. Julius J. and Philip G. Epstein wrote the screenplay.

Running time, 93 minutes. General audience classification. For July release.

CHARLES L. FRANKE

Over 100,000 *copies of the brochure on Walt Disney's "Alice in Wonderland," prepared by Arthur DeBro, director of the community relations department of the MPAA, have been delivered to superintendents and principals of high schools throughout the United States and requests for additional copies are received in every mail. Mr. DeBra is using the booklet to illustrate his current series of lectures on the subject of movies and community interest. He recently spoke before an audience of* 2000 *at the convention of the General Federation of Women's Clubs, in Houston, Texas, and the annual meetings of the Cleveland and St. Louis Motion Picture Councils.*

•

The greatest mass introduction of new faces in the history of RKO Pictures will take place within the next few months during the filming of "High Heels" and "Girl Gangs." A nationwide talent search has been under way through a cooperative tieup with *Modern Screen* magazine, and from 18,000 entries received, 10 will be selected for principal roles in "High Heels"—a Wald and Krasna production. Irving Starr will use 30 teenage boys and girls in "Girl Gangs," with more than half of them playing major roles, and others will be recruited from various high schools as "atmosphere" for the *Cosmopolitan* magazine story.

•

Four free trips to Rome will be given as prizes in a nationwide "Fabiola" contest sponsored by United Artists with the co-operation of Home Steamship Lines, by the company's luxurious liners, the *S. S. Atlantic* and the *M. V. Italia*. A board of nationally prominent judges will select the winners who are to provide the best reasons for wanting to see the city where "Fabiola" was filmed.

—WALTER BROOKS

Six UA Films for NY in One Month

Six United Artists releases will have New York first-runs between now and July 10, the company announces. First of the six will be "Four in a Jeep," which premiered at the Paris yesterday, followed by "Three Steps North" at the Palace, Thursday, and "Circle of Danger" at the Trans Lux 52nd Street next week.

"He Ran All the Way," first UA release to play the Paramount, will have its world premiere there June 20. "The Man with My Face" will open at the Palace the first week of July and "The Prowler" will open in the same week at the Criterion.

Drive-in Price Probe Passes Third Day

CHICAGO, June 11. — The Federal Grand Jury probe of alleged price fixing by Chicago drive-ins entered its third day today. Witnesses have been instructed by the jury not to discuss their testimony outside the courtroom.

Suspicions of the anti-trust division that investigated the local situation, apparently were roused by the fact that all drive-ins running in a week of release were charging the same price.

Souvaine's 'Alice' to Open

Lou Bunin's European production of Lewis Carroll's "Alice in Wonderland", made with live actors and film puppets in Ansco color, will have its American premiere in New York on July 26th at the Mayfair and also at the Trans Lux 60th Street Theatre following the run of the current attraction. Produced in France and England in association with J. Arthur Rank, who controls the British Empire rights, and the Union Generale Cinematographique of Paris, the picture is being distributed in the U. S. by Souvaine Selective Picture, Inc.

Ask State Dept. to Okay Italian Pact

Washington, June 11.—Motion Picture Association officials Joyce O'Hara and John McCarthy discussed the proposed Italian agreement today with State Department officials.

The Association, it was learned, has asked the Department whether it has any objections to the agreement, and a Department answer seems imminent.

Mexico Houses Face Strike on June 15

MEXICO CITY, June 11.—Unless they accede to the National Cinematographic Industry Workers Union's demands for a new peak wage scale, Mexico's theatres face a strike June 15.

Exhibitors hold that their profits do not warrant the pay scale demanded. The union is insisting on scales of $6.25 daily for one chief of employes' and two projectionists; $4.40 for one treasurer; $3.95 for one chief of employes' assistant; $3 for one watchman; $2.43 for four porters; $2.08 for one page; $2.31 for one film collector-deliverer, and $1.96 for one bill poster.

Union Contends

The union contends that the exhibitors can well afford to apply the new scale since theatres are doing 20-25 per cent more business than they did this time last year.

Meanwhile, so depressed are 25 theatres in this city that they have told the union that wages must be reduced if the houses are to survive. Blamed for bad business are poor pictures and too many theatres.

Catholic Guild Honors Fitzgeralds

Ed and Pegeen Fitzgerald were presented with statuettes of St. Patrick and St. Brigid by the Catholic Film and Radio Guild at its 10th annual awards presentation at the Waldorf-Astoria Hotel here last night. Una O'Connor and William Gargan, 1942 and 1943 award winners, were presented with copies of the Irish Constitution autographed by Sean T. O'Kelly, president of Ireland.

The presentations were made by James A. Farley, former Postmaster General.

Bernstein in Germany

FRANKFURT, June 11. — Marcus Bernstein has arrived to investigate the production situation here with a view to possible picture investments on the part of Stephen Slesinger, who is considering assembling a company of American and German craftsmen to make one film here as an experiment.

Kills Wis. Bingo Bill

MILWAUKEE, June 11.—The Allied Independent Theatre Owners of Wisconsin which worked to defeat legislation aimed at legalizing Bingo for charitable and non-profit organizations has won a victory. Lt. Gov. George Smith killed the measure by defeating a rider move.

Envisage 'Riviera' Top 20th Grosser

On the basis of its early engagements, 20th Century-Fox's "On the Riviera" looms as the company's best-grossing film of 1951, with 86 extra weeks of first-run playing time already accorded the Technicolor musical by key theatres throughout the country, 20th-Fox asserted yesterday.

NY Grosses

(*Continued from page* 1)

week. It is holding for an added two days, with "Half Angel" bowing in on Friday.

Among the newcomers, "Hollywood Story" is having an opening week somewhat above the recent average at the Paramount, with a $51,000 gross expected. Herbie Fields' band heads the stage show. "Go for Broke" will wind up a three-week stand at the Capitol tonight with about $25,000 for the final period. "Sirocco" opens there tomorrow.

"Night Into Morning" started slowly at Loew's State and the first week's total is expected to be around $15,000, which is only fair. "M" at the Globe is expected to draw a modest $10,000 for its first week; the Criterion, with "The Redhead and the Cowboy," may do a little better, perhaps $12,000, for its opening week. The latter picture is booked into the Criterion for 11 days; "Native Son" will come in on Saturday.

"Goodbye, My Fancy," is holding up fairly well at the Holiday, with around $10,000 due for its second week. "Valentino" is declining in drawing power after a generally successful run at the Astor; the eighth week's gross looks like $7,000.

Off Broadway, "Kon-Tiki" is still doing well at the Sutton, where a take of $9,500 is estimated for the 10th week, and "Teresa" holds until next week at the Trans Lux 52nd Street with about $4,000 expected for a 10th week.

The roadshowing "Tales of Hoffman" is still strong at the Bijou, with around $12,000 due for a tenth week.

'Hard, Fast' to Open June 30 At Astor; Other Dates Set

Filmakers' "Hard, Fast and Beautiful," has been booked to open at the Astor Theatre on Broadway June 30, Robert Mochrie, RKO Radio distribution vice-president, reported yesterday. Other pre-releases have been set for the Keith in Washington and the Missouri in Kansas City, both June 20, and the Palace in Cleveland, June 21.

Expects 'Ace' Will Break Globe Record

Harry Brandt, head of Brandt Theatres, expects that Billy Wilder's "Ace In the Hole," which will follow the current tenant, "M." into the Globe on Broadway, will break all box office records at the theatre, it was reported yesterday by Paramount, distributor of the film.

According to Brandt, the picture is one of which Hollywood and the industry can be proud.

Reviews

"Happy Go Lovely"

(ABPC-RKO Pictures)

RKO is offering a pleasant musical comedy, bedecked in Technicolor, that moves along its merry way and positively sparkles when lovely Vera-Ellen dances on stage. The basic situation is familiar to musical comedies—the tribulations of a shoe-string producer putting on a show without cash on hand—but the scene is Edinburgh in festival time and the story twist of mistaken identity is effective. As usual, the fictional producer's straits do not prevent lavish sets and beautiful gowns. The solid production values, the general gay nonsense and the truly superlative quality of the major dance number make this film a good bet for summer entertainment.

Cesar Romero is the American producer besieged by Scottish creditors who sees the rumored engagement of one of his chorus girls, Vera-Ellen, to David Niven, a fabulously wealthy greeting card manufacturer, as a chance to catch an "angel." Vera-Ellen, who has never even heard of Niven, is amazed when Romero advances her to stardom and her credit at the dressmaker suddenly becomes unlimited. Niven, a strait-laced young man, hears of his reported engagement and heads for the theatre to unmask the adventuress. Vera-Ellen mistakes him for an expected newspaper columnist and Niven, unbending at the sight of the girl, keeps up the pretense. Anyone can see the potentialities and director Bruce Humberstone and screenwriter Val Guest make the most of them.

The principal acting duties fall on Vera-Ellen, whose piquant beauty and grace are just as evident when she is not dancing or singing, and Romero and Niven are well-cast as the brash producer and the diffident lover. Diane Hart, who plays Vera-Ellen's roommate, earns the added screen credit given her, while Bobby Howes, Romero's stage manager, and Gordon Jackson, the newspaper columnist, do capable supporting jobs. Others in the cast are Barbara Cooper, Henry Hewitt, Gladys Henson, Hugh Dempster, Sandra Dorne, Joyce Carey, John Laurie and Wylie Watson.

Running time, 88 minutes. General audience classification. Release date, July 18.

VAUGHAN O'BRIEN

"Kentucky Jubilee"

(Lippert Productions) *Hollywood, June* 11

A PLOT WOVEN around a hill-billy jubilee in a small Kentucky town is threaded through 15 vaudeville acts, which, while numerous, are cut to size to depict the best of each. It is a song-and-dance tale with some pretty good marquee billing material, in the persons of Jerry Colonna, Vince Barnett, Raymond Hatton, James Ellison, Fritz Feld, Chester Clute and Michael Whalen. Of necessity, the supporting cast is quite numerous. All in all, "Kentucky Jubilee" is fairly entertaining, with considerably more plot than that of a Lippert predecessor of similarity, entitled "Square Dance Jubilee."

The story concerns a jubilee in a place called Hickory, Kentucky, where a Hollywood director, a theatrical tradepaper reporter and a contingent of big-town racketeers go, separately, to pick up talent, local color, money or what have you. The story concerning these out-of-towners gets in the way of the vaudeville content of the film more often, and stays there longer, than is good for the project.

The script, supervised by Bobby Sierks, has a Hollywood director sent to Hickory to get material for a hill-billy picture. He is kidnapped by thugs in employ of a city slicker who has taken over the operation of the annual jubilee. The tradepaper reporter sent to cover the event finally thwarts the gang's plans to loot the civic coffers and the local bank. Colonna is in and out of the goings-on as a hired "M.C.", who also gets kidnapped. Ron Ormond produced and directed, with Murray Lerner as executive producer and Jack Leewood as his associate. June Carr was associate producer.

Running time, 67 minutes. General audience classification.

"China Corsair"

(Columbia) *Hollywood, June* 11

JON HALL'S is the best name with which to bill this shoot-and-slug melodrama acted out with much violence and little point against a China Sea setting. Other players in a cast portraying uniformly undesirable characters are Lisa Farraday, Ron Randell, Douglas Kennedy, Ernest Borgnine, John Dehner, Mary Marco, Philip Ahn and Peter Manakos. The script by Harold R. Greene, produced by Rudolph C. Flothow and directed by Ray Nazarro, is declared in a foreword to deal with the "scum" of humanity and does so so lethally that only the unheroic here, played by Hall, is left alive at the finish.

Miss Farraday, the central character, plays an Eurasian who has given up a career of China Sea piracy for love of a glib antique dealer who's come from London to an island off the coast of South China to steal a fortune's worth of Chinese jade from her uncle and is using her love as a means of getting possession of it. Hall plays a marine engineer out of work and funds due to drunkenness. When her fiance kills her uncle, takes the treasure and sails away with it she is persuaded by a former partner in crime to return to her piratical ways and set out after him. She and her crew raid his craft, killing him and several others in the process, and she forces Hall, who was piloting his vessel under duress, to pilot her craft. Her former partner in crime double-crosses her in turn, and after an extended series of shootings, sluggings and knifings, she dies gracefully on the beach and Hall, who has blown up the remnants of the cast on a boat offshore, erects a crude cross over her grave before trudging off toward the horizon.

Running time, 68 minutes. General audience classification. June release.

WILLIAM R. WEAVER

20th Meet

(*Continued from page* 1)

tion, told the gathering that the company believes in a sliding scale and will see that it is restored in areas where it has fallen into disuse. He declared, "Exhibitors need more good pictures. This is our foremost consideration, and our policy is quality pictures in quantity. Regardless of cost or number required, we will not produce 'cheaters'."

'Super-Exploitation'

Explaining what he termed 20th-Fox's new "super-exploitation policy," Lichtman said, "We have a merger within our company, with every member of the sales force becoming a teammate in exploitation." He said division managers are required to make certain that a picture has been pre-sold to the public in a community before setting a playdate, and the salesman's job is not finished when he has obtained a contract. He must continue on and help the exhibitor sell the attraction. This, he explained, has become too big a job for the exhibitor to do alone. This policy applies not only in key cities but in small towns as well, he declared.

Lichtman continued, "We shall continue the policy of giving local autonomy to district managers, including authority to give relief in distress cases. We believe in giving a square deal to the exhibitor and expect a square deal in return. With these policies we can expect the widest possible revenues consistent with good business ethics." Charles Einfeld, vice-president, hailed the "super-exploitation" plan as among the greatest steps forward taken by the industry in many years, declaring that old methods are obsolete and the need for closer liaison between all branches of the company is urgent. Einfeld pointed out that there is plenty of money in banks, and $40,000,000 worth of "E" bonds in the hands of the public, proving that "money is to be had if we take the proper steps to earn it."

Print Shortage

Late in the afternoon the convention took up consideration of the print shortage, with division managers, who have tried out various solutions in their respective areas, reporting on the results obtained so far.

Following dinner at the Ambassador Hotel, the conventioneers witnessed a screening of "Decision Before Dawn" at the studio.

Former 'U' Officials

(*Continued from page* 1)

to be paid to Mrs. Andrea Cowdin, his wife.

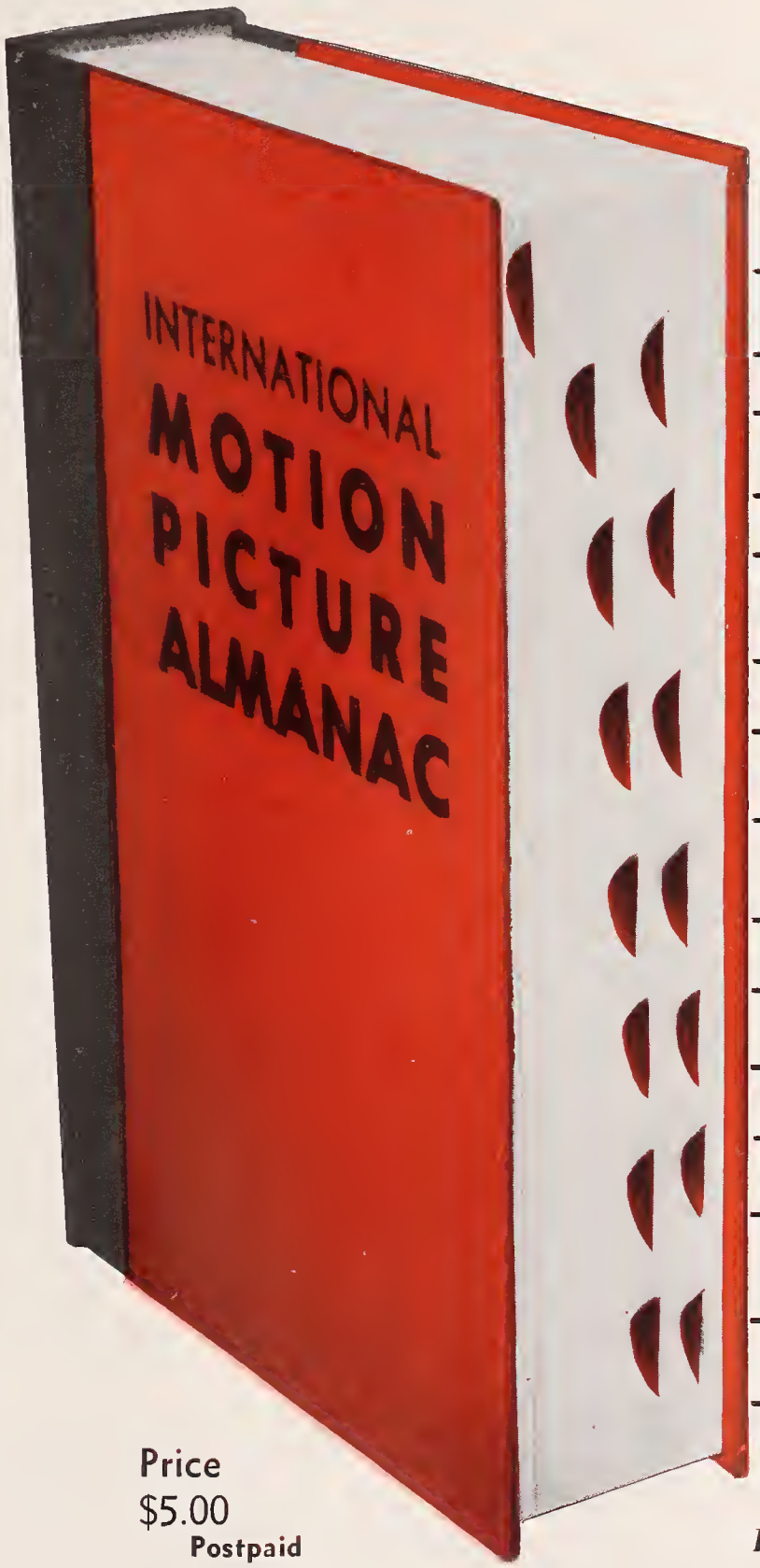
Prutzman's agreement calls for the payment of $12,500 during 1951 for aid and assistance in connection with all matters in which he participated while an officer of the company, for a period of two years commencing Jan. 1, 1950. In the event of his death, the payment would be made to his wife.

In consideration of services in a consultative capacity between Jan. 1, 1951, and Dec. 31, 1952, Seidelman is to receive $26,000 per annum for the calendar years 1951 and 1952. Scully, who at present carries the title of domestic sales consultant of the company, receives $500 per week salary from Dec. 3, 1950, to Dec. 31, 1954. Seidelman's and Scully's pacts carry death payment provisions similar to those in Cowdin's and Prutzman's.

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The 1951-52 edition of the Almanac is now in preparation. The thumb-indexing, which met with such wide-spread approval by so many subscribers to the previous edition, will again make it quick and simple to instantly locate any of its most-often-used sections . . . the reliable information you need will be literally *right at your fingertips,* when you are equipped with the latest Almanac.

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Edited by Red Kann

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Theatre TV

(*Continued from page* 1)

asset is growing as a varied pattern of admission scales and methods of operations emerges.

In Washington, for example, the RKO Keith's is featuring the attraction in its regular ads and emphasizing "no advance in prices." The Lincoln will have a large two column ad in today's *Afro-American*, a local paper, and will raise its prices from 50 cents to meet the Keith's regular evening scale of 74 cents.

While interested exhibitors here have expressed the hope that most theatres will not hike their scales, the experimental nature of the telecast will be aided by the policy adopted at Shea's Fulton Theatre in Pittsburgh. There the house will close at six P.M. and reopen at nine P.M. A program of shorts will be shown until the preliminary bouts begin. The admission price will be $1.30, as compared with the regular scale of 85 cents, with tax.

In Chicago, both Balaban and Katz houses showing the fight, the Tivoli and the State-Lake, will charge the normal rate of 98 cents with tax at the State-Lake and 74 cents, also with tax, at the Tivoli. The regular picture bill will be shown in addition to the boxing match. The management was still undecided yesterday whether or not to close the box-office for a brief period before starting the sale of the special tickets.

Admission policy at other theatres in Albany, Cleveland and Baltimore was not available at press time last night. The commentary on the fight will be made by Jimmy Powers, New York sports editor and sportscaster.

Though the hurried signing of the fight for exclusive theatre TV cut off a number of theatres from participation because of the inability to arrange for coaxial cable facilities, and some doubt about the drawing power of the fight card, the results of the Wednesday night show are expected to be studied carefully by theatre exhibitors.

If the mid-week feature can fill the large houses participating, added impetus to working out a wider coverage of future sporting events, especially college football this fall, can be expected.

College football and home television are having a showdown fight. The television committee of the National Collegiate Athletic Association, which is charged with protecting the gate at the stadia against the inroads of TV, at the weekend issued the results of a survey which showed that college games in TV areas lost four per cent of their grosses last year while at the same time colleges in non-TV areas gained four per cent.

The University of Pennsylvania, which rebelled against the NCAA plan to limit home televising of this fall's games, has offered to refer the dispute to the Department of Justice for a ruling. The intention is obviously to hit at the alleged "restrictions" in the NCAA plan. The defection of a few more "name" colleges could strike at the exclusive value of theatre telecasts of the games, but already a number of colleges, including Columbia and Dartmouth, have said they will cancel scheduled games with Penn. Firmness among NCAA members could be a powerful deterrent to any other schools thinking of following Penn's example.

Schine Can Keep Van Wert, O., House

Washington, June 11.—The Schine consent decree has been amended, with government consent, as far as the situation in Van Wert, Ohio, is concerned.

Under the original decree, Schine was required to sell a theatre there for theatrical use. Under the new provision, the theatre can be sold for non-theatrical purposes but Schine must take a product limitation on its remaining theatre in Van Wert.

W. B. Trade Shows

(*Continued from page* 1)

and general sales manager Ben Kalmenson to the screenings indicates a record attendance for an event of this kind, the company believes.

The pictures to be screened are "Jim Thorpe—All American," starring Burt Lancaster, Phyllis Thaxter, Charles Bickford and Steve Cochran, directed by Michael Curtiz and produced by Everett Freeman; "A Streetcar Named Desire," starring Vivien Leigh and Marlon Brando in the film version of Tennessee Williams' play, produced by Charles K. Feldman and directed by Elia Kazan; "Strangers On A Train," Alfred Hitchcock's drama starring Farley Granger, Ruth Roman and Robert Walker, and "Captain Horatio Hornblower," in Technicolor, starring Gregory Peck and Virginia Mayo, directed by Raoul Walsh.

Forman Acquires 5

(*Continued from page* 1)

nore and Capitol in Salem, Ore.; the Aberdeen and Bijou in Aberdeen, Wash., and the Hoquiam in Hoquiam, Wash.

Forman, who was a former partner of Warners in the operation of some Western theatres, described the deal as a consequence of the Warner consent decree requiring divorcement and divestiture in settlement of the Federal anti-trust suit against the company. Forman's United also operates the Grand, Liberty and the Salem Drive-In, Salem. He operates a total of 28 theatres in the Northwest and 16 drive-ins ranging southward to Los Angeles.

Schwartz' Contract

(*Continued from page* 1)

event of a merger or consolidation with any other corporation." The pact may be terminated by the company after May 1, 1953, only on the condition that severance equal to one year's salary be paid to Schwartz in three equal installments.

Vincent McFaul's Mother

BUFFALO, June 11.—Funeral services will be held tomorrow at St. Joseph's New Cathedral here for Mrs. Elizabeth Shields McFaul, 85, mother of Vincent McFaul, general manager of Shea's Buffalo Theatres. Mrs. McFaul died Saturday following an illness which lasted four months.

5th Sunday Show Defeat

JACKSON, Tenn., June 11.—The proposal to permit Sunday films in Jackson has been defeated again at the polls.

U-I Slates

(*Continued from page* 1)

of strong product be made available on a month to month basis rather than spot particular pictures for a specific period. In this way we are helping exhibitors to get an audience and hold them with a steady supply of commercial pictures that appeal to a mass audience."

Slated for July are: "The Prince Who Was A Thief," in Technicolor, starring Piper Laurie and Tony Curtis; "Francis Goes to the Races," starring Donald O'Connor and Piper Laurie, and Abbott & Costello's "Comin' Round the Mountain." Marked for August are: "Cattle Drive," in Technicolor, starring Joel McCrea and Dean Stockwell; "Mark of the Renegade," in Technicolor, starring Ricardo Montalban and Cyd Charisse; "Iron Man," starring Jeff Chandler, Evelyn Keyes and Stephen McNally, and "Bright Victory" (pre-release), starring Arthur Kennedy and Peggy Dow.

To Honor Halpern At ATS Dinner

David Hale Halpern, retiring president of the American Television Society, will be presented with an achievement scroll by the society at a luncheon on June 18 at the Hotel Roosevelt here. The annual election of officers will be held at the same time.

Nominated for president is Jules Seebach, vice-president WOR-TV; for vice-president is Warren Caro, who is executive-secretary of the Theatre Guild; for secretary Claude Barrere, program representative, and for treasurer Arch Braunfeld, CPA.

Terhune and Wooten Form Theatre Unit

KANSAS CITY, June 11.—Edward A. Terhune and A. G. Wooten have formed T. & W. Theatres, Inc., operating theatres in Kansas and Missouri. Terhune came to Kansas City in February from Dallas, Tex., after several years of publicity for RKO Pictures for the Southwestern territory. He first acquired the Fiesta here.

Wooten has managed and operated theatres for several years in this territory.

Mayer Sets Jubilee

(*Continued from page* 1)

cuss plans for a COMPO theatre jubilee next fall.

Invited to attend the meeting are George Dembow, Charles Feldman, Morey Goldstein, James R. Grainger, Robert Mochrie, Abe Montague, Charles Reagan, William F. Rodgers, A. W. Schwalberg, Al Lichtman, Mort Blumenstock, Howard Dietz, Steve Edwards, Charles Einfeld, Philip Gerard, Gilbert Golden, Jerome Pickman, Don Prince, Jonas Rosenfield, Arthur A. Schmidt, Silas F. Seadler, Charles Simonelli, Madeleine White, Kenneth Clark and Alfred Corwin, as well as Kalmenson and McCormick.

Justus Goldman, 59

Justus Goldman, 59, president of Oppa Pictures, Inc., film exporters, died Friday at his home here.

Transfers, Sales, Summer Closings In Northern Cal.

SAN FRANCISCO, June 11.—A number of theatres in Northern California have been bought and sold during the past week, and two have been closed temporarily.

David Bolton, president of Trans-California Theatres, announced the purchase of the 850-car Stadium Automovies in San Leandro from Golden State, at a cost of $200,000. This brings to seven the number of drive-ins owned by Trans-California.

Irving Ackerman has taken over the lease of the 471-seat Silver Palace on Market Street from Aaron Goldberg Theatre, and Ralph Dostal, booker with Lippert Productions in San Francisco, has secured the lease from Mrs. Goldberg on the 494-seat Peerless on Third Street.

Harry Franklin, executive with Aaron Goldberg since 1942, has retired because of ill health, and Mrs. Goldberg, after operating theatres with her late husband for the past 39 years has decided to dispose of all her interests with the exception of the 393-seat Regal on Market Street. Executive offices of the circuit will be under supervision of Harley D. Oakley, management consultant.

Fox West Coast closed the United Nations in San Francisco for an indefinite period and Blumenfeld's closed the Esquire in Oakland for the summer.

May Work, Or Else Scare 'Em to Death

CHICAGO, June 11.—Taking a cue from the success achieved by the midnight premiere of "The Thing" at the Woods Theatre last Monday, the downtown Grand is opening with "Jungle Head Hunters" at midnight tomorrow. Two animated models, one of a native girl doing a barbaric dance, and the other of a warrior shrinking a human head over a fire have been placed in front of the Grand to advertise the picture. Newspaper ads and signs on the theatre proclaim that "Some Lucky (?) Person Will Win a Genuine Shrunken Head".

Harber's Ownership Of Liberty Upheld

DENVER, June 11.—The U. S. Court of Appeals here has upheld the Cooper Foundation of Nebraska and Mrs. J. M. Harber in their right of ownership and leasing of the Liberty Theatre, Oklahoma City.

The Appellate Court held that J. H. Cooper and Pat McGee who ran the Criterion in Oklahoma City many years were not trustees for Warner Brothers, Inc. in handling the theatre property. The opinion sustained the rights of the Harbers to ownership of the property and the validity of a 10-year lease.

Candy Raised, Too

OMAHA, June 11.—The nickel candy bar is losing ground. At least one Omaha vending machine company has installed 10-cent candy bar machines around town. George Williams, assistant manager of the Canteen Company here, said about 35 per cent of the firm's machines have been converted.

U. K. Trade Meets With Government Thursday on Tax

LONDON, June 11.—The four trade organizations are scheduled to resume negotiations on the government's new entertainment tax proposals with Sir Wilfrid Eady on Thursday. The general council of the Cinematograph Exhibitors Association will meet Wednesday to approve new authorizations for its tax negotiating committee.

The government is prepared to amend the proposed incidence of the tax provided the industry reaches an agreement with Eady. Exhibitors are seeking a more equitable spread of the tax and will be given the support of producers. An early agreement is essential as the Finance Bill will be reached in Commons June 24 and any amendments will have to be written into the bill then.

Meanwhile, allocations from the Production Pool have been set for the 13 weeks ended Dec. 9, 1950, and estimates place the total accruing to the Pool in the first year of the Eady Plan's operation at £1,250,000.

100 More U.K. Quota Defaulters Cited

LONDON, June 11.—More than 100 additional cases of Film Quota defaults for the 1949-'50 period have been referred by the Board of Trade to the Films Council for consideration. It is understood that included in the list is a large, American-owned West End theatre and a number of circuit houses.

Proceedings already have been instituted, it is understood, in 30 cases for quota defaults. The Council, which takes the position that the present 30 per cent quota is a fair one, is expected to tighten up more severely in the future where defaults are discovered.

B. Hoffman Abroad, I. J in New Firm

HARTFORD, June 11.—B. E. Hoffman, who recently resigned as assistant New England zone manager for Warner Theatres, is planning a trip to Israel this summer.

His brother, I. J., who recently left his post as Warner circuit's New England zone manager, is organizing an office in New Haven to supervise theatre interests in Massachusetts and Connecticut, it is understood.

Rich to Release Films in Ohio

CLEVELAND, June 11.—Charles Rich, who resigned as Warner district manager to become an exhibitor, is back in the distribution field having formed the Rich Releasing Co., with offices here. Product which he will distribute throughout Ohio includes "Seven Days to Noon."

Disney to London

LONDON, June 11.—Walt Disney is due here June 21 to supervise production of his "Robin Hood," shooting on which is now in progress at Denham. He will be accompanied by William B. Levy and may remain for the London premiere of his "Alice in Wonderland." He is scheduled for a BBC broadcast July 13 on the latter picture.

Marc J. Wolf Announces Variety Club Appointments

The reappointment of James G. Balmer as ceremonial officer, Nathan D. Golden as "Heart" chairman, and A. K. Rowsell as Humanitarian Award chairman was confirmed yesterday by Marc J. Wolf, International chief barker of the Variety Clubs.

In addition, Wolf confirmed the appointment of the following non-elective officers and representatives for the 1951-52 period: W. H. Lollier, sergeant-at-arms; and Sam J. Switow, International representative-at-large.

International representatives: William Elson, H. H. Everett, Michael Felt, George Hoover, Elmer Lux, Allan Moritz, Jack Rose, Charles Smakwitz and Harold Stoneman. Jake Flax of Washington replaces Joseph Grant; Julius Schapps of Dallas replaces William O'Donnell, and James O'Neal of San Francisco replaces David Bershon.

Wolf also announced the creation of an International fixers committee consisting of attorneys Herman Levy of New Haven, Edward Shafton of Omaha and Ezra Stern of Los Angeles.

Mann Calls 'Urgent' NCA Board Meeting

MINNEAPOLIS, June 11. — An "urgent" call to board members to attend a directors' meeting of North Central Allied Independent Theatre Owners here next Tuesday has been issued by Ted Mann, president.

The meeting, according to Mann, will consider "and approve plans for an aggressive" administration. High on the agenda will be the appointment of a screening group to develop ticket-selling exploitation angles.

Ill. Allied to Meet With Local Press

CHICAGO, June 11.—A second luncheon meeting with the local press has been scheduled by Jack Clark, chairman of the Allied publicity and promotion committee, for Thursday.

Publicity representatives of the circuits, several columnists, and the amusement advertising managers of the local dailies also have been invited to take part in a general discussion of the press relation problems of the industry.

Crescent Contempt Hearing on Today

WASHINGTON, June 11.—Argument will be heard in Federal District court in Nashville tomorrow on a motion by Crescent to dismiss the government's contempt charges, pending there in connection with Crescent's consent decree.

Also to be argued are government and Crescent motions to require the production of certain evidence by the opposing parties.

Mann Names Giessman

SAN FRANCISCO, June 11. — Cliff Giessman who resigned as East Bay district manager for Blumenfeld Theatres in Oakland has been appointed by George Mann to take charge of all his Redwood theatres. Giessmann will headquarter in Eureka, California.

11 Films Started; 30 Now in Work

HOLLYWOOD, June 11.—The production tally went up one point last week, for a total of 30 pictures in work. Eleven new pictures were started while ten were completed.

Started were: "Purple Heart Diary," "Chain of Circumstance," "Valley of Fire" (Gene Autry Prod.), "Boots Malone" (Sidney Buchman Ent.), "Corky of Gasoline Alley," Columbia; "Chicago Calling" (Arrowhead Pic.), Independent; "The Quiet Man," and "Utah Wagon Train," Republic; "The Treasure of Franchard," Universal-Int'l.; "Bugles In The Afternoon" (Cagney Prod.), "The Tanks Are Coming," Warner Bros.

Completed were: "Disc Jockey," Allied Artists; "The Light Touch," Metro-Goldwyn-Mayer; "Hong-Kong" (Pine-Thomas Prod.), "Silver City," and "The Rage of The Vulture," Paramount; "Flight From Fury," Republic; "Let's Make It Legal," 20th Century Fox; "The Door," "Reunion In Reno," and "Finders Keepers," Universal-Int'l.

Test First - runs in Neighborhood House

CLEVELAND, June 11.—What may eventually prove a serious development for downtown theatres is the spreading of first-run showings in neighborhood houses. Last week the Fairmount Theatre, deluxe Shaker Heights house, played a first run eight-day engagement of "So Long at the Fair." The Mayland followed with a first-run showing of "My Brother Jonathan."

Upon the success of this experiment on repeated occasions depends a broadening of the policy which might ultimately wrest from the downtown houses the exclusive first run rights.

Evergreen Circuit Reassigns Managers

PORTLAND, ORE., June 11.—Mose M. Mesher, manager of Evergreen Theatres' Oregon district, has been transferred to the circuit's Washington district in the same capacity, Frank L. Newman, president, announced. Mesher will be succeeded by Russ Brown, manager of the Portland Paramount.

The changes resulted from the recent resignation of Lowell Paramentier, Evergreen division purchasing agent, whose post has been filled by Carl Mahne. Other personnel changes are expected.

Wanger, Frenke in Deal

HOLLYWOOD, June 11. — Walter Wanger and Eugene Frenke have formed a partnership to produce "Lady in Iron Mask" in color for 20th Century-Fox release. Louis Hayward will star in the film, to be produced under the Walter Wanger international trademark.

Slice Admission Prices

HARTFORD, June 11. — A number of independent theatres in this territory have dropped adult admissions a few cents for the summer months.

Coming Events

June 11-15—20th Century-Fox national sales convention, Los Angeles.

June 12—Monogram-Allied Artists board meeting, Hollywood.

June 13—Cinema Stamp Collectors meeting, Hotel Astor, New York.

June 13-14—Tennessee Theatre Owners Association board meeting and annual convention, Hotel Gayoso, Memphis.

June 18-20—Virginia Motion Picture Theatre Association summer meeting, Jefferson Hotel, Richmond.

June 19 — National Conference of Christians and Jews dinner honoring Eric Johnston, Waldorf-Astoria Hotel, New York.

June 19-20—New Mexico Theatre Association convention, Albuquerque.

June 24-26 — Mississippi Theatre Owners Association annual convention, Buena Vista Hotel, Biloxi.

June 27—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Joan Crawford Signs Participating Deal

HOLLYWOOD, June 11.—Joan Crawford has been signed by Joe Kaufman to play the lead in "Sudden Fear," a film to be made this summer and based on a mystery by Edna Sherry. Kaufman said that Miss Crawford has agreed to a participating deal, the first in her career. David Miller will direct and Frank Partos will write the screenplay.

Kaufman, Miller and Partos have joined Miss Crawford in New York.

Cooper Is Promoted By RKO Pathe Here

David Cooper has been promoted to assistant production manager of RKO Pathe here by Jay Bonafield, executive vice-president.

A veteran editor and also a short subject director, Cooper has been associated with the RKO Pathe organization since 1942. He will function under the supervision of Douglas Travers, vice-president in charge of production.

New Hennessy Venture

SAN FRANCISCO, June 11. — Mary Hennessy, formerly Fox West Coast Theatres publicist and more recently advertising and publicity director in San Francisco for Loew's Warfield, has opened a publicity and public relations office in San Francisco. Marjorie Milward, former assistant producer of the radio show "Lady Be Beautiful," will be in charge of television and radio.

Four 'Magnet' Openings

CHICAGO, June 11.—"The Magnet," English-made feature being released through Universal-International, opened a simultaneous first-run here Friday at the downtown Monroe, West side Alex, South side Hyde Park, and suburban Stadium, Evanston. In addition to their usual ads, a combined display ad for the four theatres is being used in the local dailies.

There's a New SMILE On the Industry's Face!...



"20th has the makings of a Film Festival all its own!"

The Film Daily

Here's the ad that kept 'em coming— to the Roxy!

And the smile will keep growing as 20th passes the Ammo to keep boxoffices booming!

HALF ANGEL
Technicolor

That "Farmer's Daughter" team — doing that "Farmer's Daughter" business!

TAKE CARE of my LITTLE GIRL
Technicolor

The great best-seller...plus Look, McCall's, Seventeen and Coronet have already told and sold it to 50,000,000 Americans!

THE FROGMEN

You've never played anything like this one! The thrilling story of Uncle Sam's Underwater Commandos!

THE GUY WHO CAME BACK

Douglas plus Darnell plus Bennett — a great exploitation picture that will keep 'em coming back for more!

NO HIGHWAY in the SKY

Nevil Shute's startling novel! The year's most amazing cast — tops in suspense!

THE SECRET of CONVICT LAKE

To take its place among the great dramas of the primitive West! True and tremendous in its man-woman story of power and passion!

MR. BELVEDERE RINGS THE BELL

Happy chimes are here again! Ring up another triumph for that Belvedere man!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 113 NEW YORK, U. S. A., TUESDAY, JUNE 12, 1951 TEN CENTS

Sees 20th-Fox 'Best Showing' At Year's End

Skouras Tells Convention Need for Sound Thinking

Los Angeles, June 11.—A prediction that 20th Century-Fox at the end of the year "will make the best showing in (the company's) history, despite the first quarter," was made today by 20th-Fox president Spyros P. Skouras in a keynote address at the opening session of the company's five-day sales convention at National Theatres headquarters here, attended by about a hundred delegates.

Skouras said, "today we have the greatest challenge motion picture men ever have had to face. We face it with knowledge and know that by dogged determination we can win as long as we pursue a policy of sound thinking."

Al Lichtman, director of distribu-

(*Continued on page 4*)

Forman Acquires 5 Theatres from W.B.

Seattle, June 11.—Five Warner Bros. theatres, representing the company's last holdings in this region, have been acquired by William Forman of this city, president of Forman's Theatres and United Theatres. Although the purchase price was not disclosed, Forman described the deal as one of the largest theatre transactions in the Northwest in recent years.

The five theatres, which Forman will take over July 1, include the Elsi-

(*Continued on page 6*)

Expect 2,500 At W.B. Trade Shows

About 2,500 theatre owners, managers and bookers in every exchange city in the country (with the exception of New York where screenings were held on May 31 and June 1) are expected to turn out for Warner Bros.' two-day "Look Forward" showings of four productions which begin today.

Exhibitor acceptance of the invitation of Warner Bros. vice-president

(*Continued on page 6*)

$350,000 to Four Former Officers of 'U' as Consultants

Universal-International has committed itself to the payment of approximately $350,000 for the consultative services of four former executives of the company, it was revealed yesterday. The sums to be received by each are identified also as severance pay.

The four are J. Cheever Cowdin, former board chairman; Charles D. Prutzman, who was vice-president and general counsel; Joseph H. Seidelman, former vice-president in charge of foreign operations, and William A. Scully, former general sales manager.

Cowdin, who was also chairman of the U-I executive committee, has an arrangement whereby he will serve in a consultative capacity in connection with the financial matters of the company for a period of four years commencing Jan. 1, 1950, and terminating Dec. 31, 1953. He received $60,000 for the calendar year 1950, and will receive $45,000 for 1951; $40,000 for 1952, and $35,000 for 1953. In the event of his death, the payments are

(*Continued on page 4*)

$78,000 to Schwartz In New RKO Pact

Under the terms of the three-year employment contract which Sol. A. Schwartz, RKO Theatres president, concluded recently with the company he will receive $78,000 per year plus expenses, it was made known yesterday. Expiration date of the pact is April 30, 1954.

Schwartz, who has been associated with the company and its predecessors for more than 25 years, has agreed not to have a financial interest, directly or indirectly, "in any other person, firm or corporation engaged in any business competitive to the company."

Moreover, the agreement is "binding upon the successors and assigns of the company in the event that any corporation succeeds to or acquires the assets of the company or in the

(*Continued on page 6*)

Mayer Sets Jubilee Meet for Tomorrow

The Motion Picture Association of America national distributors committee headed by Ben Kalmenson of Warner Brothers, and the advertising-publicity committee headed by S. Barrett McCormick of RKO Pictures, will meet at MPAA's offices here tomorrow with Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations to dis-

(*Continued on page 6*)

Commercial Color TV May Begin Soon

Washington, June 11.—The Federal Communications Commission said today that commercial color telecasting could begin around June 23.

In a series of questions and answers on color TV, the FCC said that the new system could start when the Supreme Court issues its mandate. Under court rules, this should be about June 23, the FCC said, adding that it will put out a public notice when the mandate is issued so that all persons will know when color broadcasts can start.

'Caruso', 'Fabiola' Grosses Still Top B'way First Runs

Clouds and intermittent rains discouraged the local summer weekend exodus and Broadway first runs benefited at the box-office but business in general remains spotty despite the opening of new films at a number of houses.

The best showing continues to be at the Radio City Music Hall where the fifth week of "The Great Caruso" is matching the $135,000 registered for the fourth week. The picture and its stage companion, "Island Paradise", will hold for at least a sixth week and more if the pace keeps up.

Also drawing an outstanding gross is "Fabiola" at the Victoria, with $25,000 estimated for a second week. "On the Riviera" is doing satisfactory but not exceptional business at the Roxy, with about $60,000 due for a third

(*Continued on page 4*)

U-I Slates 7 for Release in Summer

Universal-International has set for release during July and August a group of pictures which Alfred E. Daff, director of world wide sales, has termed representative of "hot weather film fare." The group consists of seven films.

In announcing the releases, Daff said, however, that "there is nothing seasonable about the motion picture business when strong and outstanding product is released at an even flow the year around as is our policy at Universal. In order to sustain public interest in theatre-going throughout the year, it is essential that a steady flow

(*Continued on page 6*)

Two More Sign For Theatre TV Exclusive

Nine Theatres Are Now Set for Prize Fight

Two more theatres have joined in the experimental exclusive theatre telecast of the Joe Louis-Lee Savold fight scheduled for New York's Polo Grounds tomorrow night, bringing the total number of participants, as of yesterday, to nine.

The two newcomers are the Lincoln Theatre in Washington and the Harlem Theatre in Baltimore. Already scheduled to carry the fight in the two cities are the RKO Keith's at Washington and Loew's Century at Baltimore, but the two new houses cater to a colored audience.

Meanwhile, interest in the industry's widest attempt yet to turn its competitor, television, into a direct box-office

(*Continued on page 6*)

FCC Okays Relayed Theatre TV Fight

Washington, June 11.—The Federal Communications Commission today gave telephone companies in Illinois, Maryland and the District of Columbia permission to use their television relay facilities to carry theatre telecasts of Wednesday's Louis-Savold fight at New York's Polo Grounds.

The Commission approved applications from Illinois Bell, to relay the fight to the Tivoli Theatre, Chicago; the Chesapeake and Potomac Phone Co. to send the telecast to the Keith's

(*Continued on page 3*)

All Para. Officers Renamed; Add Israel

Barney Balaban, president; Adolph Zukor, board chairman, and all other officers of Paramount Pictures were reelected yesterday at a meeting of the board of directors here. A new officer was added with the election of Arthur Israel as assistant secretary.

Reelected were: Stanton Griffis, chairman of the executive committee, now on leave of absence as U. S. Ambassador to Spain; Y. Frank Free-

(*Continued on page 3*)

U. S. 'Red Tape' Is Beginning to Snarl Manufacturers: Neu

Manufacturers in the theatre equipment and supply field are feeling an appreciable cost pinch right now because of government pressure in the matter of price control, Oscar F. Neu, president of Theatre Equipment and Supply Manufacturers Ass'n, said here yesterday.

Beginning with "Manufacturers' General Ceiling Price Regulation, Ceiling Price Regulation 22, Title 32A-National Defense Appendix," dated April 25, 1951, the manufacturers have accumulated a half dozen or more printed bulletins which require them to provide information on which a pricing formula for their products may be based. The bulletins, according to Neu, run into thousands of words printed on 9x12 sheets in six and eight-point type. The first consisted of 23 pages broken down into 51 sections. A second has 15 pages in 50 sections and a third four pages in 7 sections.

Records Examination

Information which must be filed with the Office of Price Stabilization not later than the first of next month, requires that office records covering all phases of the manufacturer's business during a specified period more than a year ago be examined. All costs, including materials, labor and overhead and all selling prices are involved in the examination.

Neu said he has first-hand knowledge of what this government procedure means because of its impact on his own business, Neumade Products Corp., which he regards as typical. "There have been repeated calls on our lawyers for their help in interpreting the regulations which seem to be changing almost from day to day," he said. "Key men in our organization have been obliged to spend a great share of their time for weeks in searching office records to the exclusion of their regular duties. Outside accountants and auditors have been called in. It would be hard to say just what all this has cost us, but it has been a lot of money."

Reductions Expected

Government bulletins say the price control plan is intended to return prices to "the pre-Korean level" and that "at least a moderate reduction of average wholesale prices is expected."

The TESMA president says there have been no sharp price advances in his business directly related to the Korean emergency and that he has observed few advances in the theatre equipment and supply field generally. Many TESMA firms sell a major part of their product to the 35mm motion picture industry which, because of current general trade conditions, is not disposed to stand unwarranted price advances, Neu observed. "The extra expense we have been obliged to bear to meet these new regulations has given us all quite a beating," he said. "Looks to me as though the government should have made some provision for this expense."

Personal Mention

NORTON V. RITCHEY, president of Monogram-International, left here yesterday by plane to attend the firm's board meeting on the Coast today.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Pittsburgh today from New York on the first leg of a central district trip.

•

JOYCE O'HARA, Motion Picture Association of America vice-president, will meet with trade press publishers and editors at a luncheon at the Harvard Club here tomorrow.

•

HERMAN KASS, Universal exploiteer, and MRS. KASS announced the birth of their first child, MICHAEL, at the Leroy Hospital here on Friday.

•

DAVID MISTLIN, exhibitor from London, visited GEORGE MANN, president of Mann's Theatre Service, while in San Francisco recently en route to Hollywood.

•

KENNETH MCELDOWNEY, producer, left here tonight for Hollywood. Next week he is slated to return here en route to Europe and India.

•

WILLIAM SATORI, European representative of Monogram-Allied Artists, will leave London next Sunday for a tour of German exchange offices.

•

BENJAMIN THAU, M-G-M studio executive, and SPENCER TRACY will arrive here tomorrow from Europe aboard the S.S. *Queen Mary*.

•

BILLY WILDER, Paramount producer-director, is due to arrive here this week from the Coast.

•

ALFRED HITCHCOCK, producer-director, is due in Boston on Friday from the Coast.

•

DON HARTMAN, Paramount's supervisor of production, arrived here from the Coast yesterday.

•

WALT DISNEY, his wife, and two daughters, SHARON and DIANE, arrived here from the Coast last night for interviews and personal appearance on JAMES MELTON's TV show on Thursday. He will leave for London aboard the S.S. *Queen Elizabeth* with his family on Friday.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by BERNARD LEVY, his assistant, is in Chicago from New York. Their itinerary includes visits to Minneapolis and Des Moines this week.

•

MICHAEL HAVAS, RKO Pictures Latin American supervisor, left here yesterday for a month's trip to Paris and Rome. He will return to New York before going back to his office in Mexico.

•

EVERETT THORNER, director of motion picture theatre relations for the National Foundation for Infantile Paralysis, and MRS. THORNER announce the birth of a son, JOHN ANDREW, their second child.

•

LEON J. BAMBERGER, RKO Pictures sales promotion manager, will address the Mississippi Theatre Owners convention at Biloxi, Miss., June 24-26 on the theme "What's Ahead."

•

DON PRINCE, RKO Pictures Eastern publicity director, has returned to New York from New Orleans.

•

BILL WALSH, Walt Disney studio publicist, has arrived here from the Coast.

•

ANTHONY Z. LANDI, producer, is here from the Coast for conferences with United Artists executives.

News 'Breaks' Mount For 'The Frogmen'

Advance preview of 20th Century-Fox's "The Frogmen" at the Little Creek Naval Base in Virginia recently for press, radio and television representatives has begun reaping a publicity harvest, 20th-Fox points out.

The cover and an inside spread in last Sunday's out-of-town edition of the New York *Sunday News* was devoted to a pictorial story of the underwater demolition teams featured in "The Frogmen." Additional picture layouts and stories appeared in Hearst newspapers, New York *Times*, New York *World-Telegram* and *Sun*, the *Morning Telegraph* and through wire services. Forthcoming issues of *Look* and *Cue* will treat the subject pictorially and numerous TV and radio programs will give it attention.

20th-Fox Outing Set

The annual outing of the 20th Century-Fox Family Club will be held June 20 at Bear Mountain. Club members and guests will leave here by boat in the morning, returning in the late evening.

Talent Guilds Meet On Pay Cut Plan

HOLLYWOOD, June 11.—Talent guild representatives are scheduled to meet here tonight to map a common approach to 20th Century-Fox's salary reduction plan.

With 20th-Fox executives in town for the company's sales convention, the guilds are expected to reach a policy decision in time for guild representatives to confer with 20th-Fox officials.

Meanwhile, the newly-installed Screen Directors Guild board has slated a meeting for tomorrow night to consider the matter and possibly act on the results of tonight's joint meeting, attended by delegates from the SDG, the Screen Producers Guild, the Screen Writers Guild and the Screen Actors Guild.

'L'Affaire' Rights Deal

William Horne of New York, who has acquired U. S. distribution rights to the French-made "L'Affaire," reported that he has turned over rights covering the Western U. S. to Robert Kronenberg of Manhattan International Films.

Discuss ABC-UPT Merger with FCC

Washington, June 11.—Federal Communications Commission chairman Wayne Coy and Commissioner George Sterling conferred informally on Friday with Leonard Goldenson, United Paramount Theatres president, Robert H. O'Brien, UPT secretary-treasurer, and Robert Kintner, ABC president, on the proposed merger of the radio-TV network and the theatre circuit. The executives now have seen all FCC members except Robert Jones, who is out of town.

No further meetings are expected until the formal application is made after the stockholders act.

Frieda Hennock on U.S. District Court

WASHINGTON, June 11.—The leading Federal Communications Commission spokesman for educational television, Commissioner Frieda B. Hennock, was named today by President Truman to be a U. S. District judge in the Southern District of New York.

This was one of several New York judicial appointments announced by the White House today. Many key film cases are tried in the Southern district.

Miss Hennock replaces Alfred C. Coxe, who retired recently. Judge Coxe, a member of the statutory court in the Paramount case, may continue to sit on that case, even though retired.

Other changes: District Court Judge Harold R. Medina was named to be U.S. Circuit judge, succeeding Learned Hand; New York District Attorney Thomas F. Murphy was named to succeed Medina as District Judge; and Edward Jordan Dimock was named another Southern District judge to succeed the late George Murray Hulbert.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

Hollywood STORY"
starring Richard CONTE
and Julia ADAMS
PARAMOUNT TIMES SQUARE
IN PERSON
THE AMES BROS.
BOBBY SARGENT
GRACIE BARRIE
BUNNY BRIGGS
HERBIE FIELDS
And His Orch.
Midnight Feature Nightly

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National Pre-Selling

NATIONAL magazine advertising on Paramount's "Ace In The Hole" will appear in *Movie Life* and *Movie Stars Parade*, out June 5th; *Modern Screen* and *Screen Stories*, out June 8th; *Photoplay* and *Movieland*, out June 10th; *Screenland* and *Silver Screen*, out June 11th; *Movie Story* and *Screen Guide*, out June 15th; the *Saturday Evening Post*, for June 27th; *Collier's*, for June 29th; *Look* magazine, dated July 3rd, and *Life*, dated July 6th. The campaign is tied in with an elaborate preselling packet of promotional aids which has been supplied as a portfolio to fieldmen and first-run theatres.

•

Lynn Farnol, special representative of the Joint Public Relations Committee, acting for 500 New York theatres, at a luncheon meeting last week, announced the formation of a special panel of judges to select their favorite movie of the month. Lynn's idea is to have the choice typify the notable who makes the selection, and thus the public will get a two-way reaction —what the V. I. P. likes as compared with what *I* like, meaning the individual. For instance, what Toots Shor or Bennett Cerf calls the funniest movie of the month, or what Hattie Carnegie or Fannie Hurst may like best, or the selection by Dimitri Mitropoulos or Jackie Robinson, just to create a difference of possible opinion, not necessarily so.

•

Universal-International has launched a comprehensive pre-release promotion campaign on "Francis Goes To The Races" on six network and television "give-away" programs designed to reach an estimated weekly audience of 45,000,000 *over the next four to eight weeks. The programs are "Stop The Music," ABC; "Remember the Date," NBC-TV; "Chance of a Lifetime," ABC-TV; "Okey, Mother," DuMont television, and "Ladies Fair," MBS radio. The picture will be released early in July, with a world premiere to be announced.*

•

The new *Look* magazine, next on the stands, will carry a feature article, "Music With Muscles," starring Mario Lanza and giving intimate at-home shots of MGM's "Great Caruso" in action and behind the camera. The stocky, 30-year old truck driver has show business gasping at the phenomenal business done with his latest picture, and the bonanzas surprise, flatter and delight him. He prides himself he is "a man's singer," but that isn't quite the way it is working out at the box office. The ladies are building up matinee intake to new highs.

•

An estimated 500 TV appearances over local and network shows are scheduled for the three different kinds of pre-selling talent planned by 20th Century-Fox as promotion for "David and Bathsheba." Ingenious is the word for it, for they have "Goliath" in person for the children and teenagers, Francis X. Bushman in person for wives and romantic females, and "Six Harem Wives" in person.

—WALTER BROOKS

Review

"Take Care of My Little Girl"

(*20th Century-Fox*)

SORORITIES and fraternities are given the acid treatment in "Take Care of My Little Girl," Julian Blaustein's breezy production of the novel by Peggy Goodin. Sororities, as the title witnesses, are the principal concern of the picture (fraternities coming in for more or less indirect examination) and the indictments are reserved for those Greek-letter societies that trade in and thrive on snobbery and prejudice. Not all college sororities are as undemocratic, materialistic and hypocritical as the story's Tri-U at mystical Midwestern University, the film allows, but members of such societies everywhere doubtlessly will be bent on reassessing their rules and regulations after seeing "Take Care of My Little Girl."

Apart from the fact that the picture takes to task an institution to which large numbers of people adhere, there are these factors for the exhibitor to consider in weighing its box-office possibilities: Jeanne Crain and Technicolor. To this reviewer's mind, those three considerations should spell business well above average. In the leading male role, moreover, there is a young man named Dale Robertson whose personality and Texas drawl are due to make him the pin-up of distaff film-goers across the country.

The story focuses on freshman Crain, her eagerness to be accepted by the sorority to which her mother belonged, her unhappiness at finding that her close friends are not accepted along with her because their families are less than well-to-do or because they don't manifest the right kind of wardrobe or for some other reasons the snobbish autocrats of Tri-U devise. It takes Miss Crain some time under the persistent tutelage of non-joiner Robertson, a Senior at the co-ed college, to learn that sororities like Tri-U are basically cruel. But when she does, she learns as well that a man like Robertson is worth a hundred like Jeffrey Hunter, the handsome show-off and leader of the school's top fraternity to whom she was attracted.

While not infrequently there is a note of caricature manifest in the acting, all roles are handled well for the most part under the able direction of Jean Negulesco. Supporting parts are filled by Mitzi Gaynor, Jean Peters, Betty Lynn, Helen Westcott, Lenka Peterson and many others. Julius J. and Philip G. Epstein wrote the screenplay.

Running time, 93 minutes. General audience classification. For July release.

CHARLES L. FRANKE

FCC Okays

(*Continued from page* 1)

and Lincoln theatres here; and to the Chesapeake and Potomac Telephone Co. of Baltimore to relay the fight to the Century and Harlem theatres there.

The authorization for the three phone companies to use their closed circuits to relay the fight telecast actually extends for one month, and so conceivably could be used for other events between now and July 11.

FCC authorization is required where transmission of the program is by microwave, but where the program is transmitted to theatres by coaxial cable, FCC approval is not required.

Two Newsreel Theatres Order TV

Installation of RCA theatre television equipment has been ordered for the Embassy and Guild, newsreel theatres operated here by Guild Theatres, Inc. A policy of picking up news programs from network telecasts is expected to be followed.

The installation, slated to be complete by Labor Day, will give the midtown area four motion picture theatres equipped for large screen TV. The Paramount has its set in operation and the Strand is at present installing equipment.

Para. Officers

(*Continued from page* 1)

man, Austin C. Keough, A. W. Schwalberg and Paul Raibourn, vice-presidents; Fred Mohrhardt, treasurer; Keough, secretary; Russell Holman, Jacob H. Karp and Louis A. Novins, assistant secretaries.

50c Paramount Dividend

The Paramount Pictures board yesterday voted a quarterly dividend of 50 cents per share on the common stock, payable June 30 to stockholders of record June 22.

Six UA Films for NY in One Month

Six United Artists releases will have New York first-runs between now and July 10, the company announces. First of the six will be "Four in a Jeep," which premiered at the Paris yesterday, followed by "Three Steps North" at the Palace, Thursday, and "Circle of Danger" at the Trans Lux 52nd Street next week.

"He Ran All the Way," first UA release to play the Paramount, will have its world premiere there June 20. "The Man with My Face" will open at the Palace the first week of July and "The Prowler" will open in the same week at the Criterion.

Drive-in Price Probe Passes Third Day

CHICAGO, June 11. — The Federal Grand Jury probe of alleged price fixing by Chicago drive-ins entered its third day today. Witnesses have been instructed by the jury not to discuss their testimony outside the courtroom.

Suspicions of the anti-trust division that investigated the local situation, apparently were roused by the fact that all drive-ins running in a week of release were charging the same price.

Souvaine's 'Alice' to Open

Lou Bunin's European production of Lewis Carroll's "Alice in Wonderland", made with live actors and film puppets in Ansco color, will have its American premiere in New York on July 26th at the Mayfair and also at the Trans Lux 60th Street Theatre following the run of the current attraction. Produced in France and England in association with J. Arthur Rank, who controls the British Empire rights, and the Union Generale Cinematographique of Paris, the picture is being distributed in the U. S. by Souvaine Selective Picture, Inc.

Ask State Dept. to Okay Italian Pact

Washington, June 11.—Motion Picture Association officials Joyce O'Hara and John McCarthy discussed the proposed Italian agreement today with State Department officials.

The Association, it was learned, has asked the Department whether it has any objections to the agreement, and a Department answer seems imminent.

Mexico Houses Face Strike on June 15

MEXICO CITY, June 11.—Unless they accede to the National Cinematographic Industry Workers Union's demands for a new peak wage scale, Mexico's theatres face a strike June 15.

Exhibitors hold that their profits do not warrant the pay scale demanded. The union is insisting on scales of $6.25 daily for one chief of employes' and two projectionists; $4.40 for one treasurer; $3.95 for one chief of employes' assistant; $3 for one watchman; $2.43 for four porters; $2.08 for one page; $2.31 for one film collector-deliverer, and $1.96 for one bill poster.

Union Contends

The union contends that the exhibitors can well afford to apply the new scale since theatres are doing 20-25 per cent more business than they did this time last year.

Meanwhile, so depressed are 25 theatres in this city that they have told the union that wages must be reduced if the houses are to survive. Blamed for bad business are poor pictures and too many theatres.

Catholic Guild Honors Fitzgeralds

Ed and Pegeen Fitzgerald were presented with statuettes of St. Patrick and St. Brigid by the Catholic Film and Radio Guild at its 10th annual awards presentation at the Waldorf-Astoria Hotel here last night. Una O'Connor and William Gargan, 1942 and 1943 award winners, were presented with copies of the Irish Constitution autographed by Sean T. O'Kelly, president of Ireland.

The presentations were made by James A. Farley, former Postmaster General.

Bernstein in Germany

FRANKFURT, June 11. — Marcus Bernstein has arrived to investigate the production situation here with a view to possible picture investments on the part of Stephen Slesinger, who is considering assembling a company of American and German craftsmen to make one film here as an experiment.

Kills Wis. Bingo Bill

MILWAUKEE, June 11.—The Allied Independent Theatre Owners of Wisconsin which worked to defeat legislation aimed at legalizing Bingo for charitable and non-profit organizations has won a victory. Lt. Gov. George Smith killed the measure by defeating a rider move.

Envisage 'Riviera' Top 20th Grosser

On the basis of its early engagements, 20th Century-Fox's "On the Riviera" looms as the company's best-grossing film of 1951, with 86 extra weeks of first-run playing time already accorded the Technicolor musical by key theatres throughout the country, 20th-Fox asserted yesterday.

NY Grosses

(*Continued from page* 1)

week. It is holding for an added two days, with "Half Angel" bowing in on Friday.

Among the newcomers, "Hollywood Story" is having an opening week somewhat above the recent average at the Paramount, with a $51,000 gross expected. Herbie Fields' band heads the stage show. "Go for Broke" will wind up a three-week stand at the Capitol tonight with about $25,000 for the final period. "Sirocco" opens there tomorrow.

"Night Into Morning" started slowly at Loew's State and the first week's total is expected to be around $15,000, which is only fair. "M" at the Globe is expected to draw a modest $10,000 for its first week; the Criterion, with "The Redhead and the Cowboy," may do a little better, perhaps $12,000, for its opening week. The latter picture is booked into the Criterion for 11 days; "Native Son" will come in on Saturday.

"Goodbye, My Fancy," is holding up fairly well at the Holiday, with around $10,000 due for its second week. "Valentino" is declining in drawing power after a generally successful run at the Astor; the eighth week's gross looks like $7,000.

Off Broadway, "Kon-Tiki" is still doing well at the Sutton, where a take of $9,500 is estimated for the 10th week, and "Teresa" holds until next week at the Trans Lux 52nd Street with about $4,000 expected for a 10th week.

The roadshowing "Tales of Hoffman" is still strong at the Bijou, with around $12,000 due for a tenth week.

'Hard, Fast' to Open June 30 At Astor; Other Dates Set

Filmakers' "Hard, Fast and Beautiful," has been booked to open at the Astor Theatre on Broadway June 30, Robert Mochrie, RKO Radio distribution vice-president, reported yesterday. Other pre-releases have been set for the Keith in Washington and the Missouri in Kansas City, both June 20, and the Palace in Cleveland, June 21.

Expects 'Ace' Will Break Globe Record

Harry Brandt, head of Brandt Theatres, expects that Billy Wilder's "Ace In the Hole," which will follow the current tenant, "M." into the Globe on Broadway, will break all box office records at the theatre, it was reported yesterday by Paramount, distributor of the film.

According to Brandt, the picture is one of which Hollywood and the industry can be proud.

Reviews

"Happy Go Lovely"

(ABPC-RKO Pictures)

RKO is offering a pleasant musical comedy, bedecked in Technicolor, that moves along its merry way and positively sparkles when lovely Vera-Ellen dances on stage. The basic situation is familiar to musical comedies—the tribulations of a shoe-string producer putting on a show without cash on hand—but the scene is Edinburgh in festival time and the story twist of mistaken identity is effective. As usual, the fictional producer's straits do not prevent lavish sets and beautiful gowns. The solid production values, the general gay nonsense and the truly superlative quality of the major dance number make this film a good bet for summer entertainment.

Cesar Romero is the American producer besieged by Scottish creditors who sees the rumored engagement of one of his chorus girls, Vera-Ellen, to David Niven, a fabulously wealthy greeting card manufacturer, as a chance to catch an "angel." Vera-Ellen, who has never even heard of Niven, is amazed when Romero advances her to stardom and her credit at the dressmaker suddenly becomes unlimited. Niven, a strait-laced young man, hears of his reported engagement and heads for the theatre to unmask the adventuress. Vera-Ellen mistakes him for an expected newspaper columnist and Niven, unbending at the sight of the girl, keeps up the pretense. Anyone can see the potentialities and director Bruce Humberstone and screenwriter Val Guest make the most of them.

The principal acting duties fall on Vera-Ellen, whose piquant beauty and grace are just as evident when she is not dancing or singing, and Romero and Niven are well-cast as the brash producer and the diffident lover. Diane Hart, who plays Vera-Ellen's roommate, earns the added screen credit given her, while Bobby Howes, Romero's stage manager, and Gordon Jackson, the newspaper columnist, do capable supporting jobs. Others in the cast are Barbara Cooper, Henry Hewitt, Gladys Henson, Hugh Dempster, Sandra Dorne, Joyce Carey, John Laurie and Wylie Watson.

Running time, 88 minutes. General audience classification. Release date, July 18.

VAUGHAN O'BRIEN

"Kentucky Jubilee"

(Lippert Productions) *Hollywood, June* 11

A PLOT WOVEN around a hill-billy jubilee in a small Kentucky town is threaded through 15 vaudeville acts, which, while numerous, are cut to size to depict the best of each. It is a song-and-dance tale with some pretty good marquee billing material, in the persons of Jerry Colonna, Vince Barnett, Raymond Hatton, James Ellison, Fritz Feld, Chester Clute and Michael Whalen. Of necessity, the supporting cast is quite numerous. All in all, "Kentucky Jubilee" is fairly entertaining, with considerably more plot than that of a Lippert predecessor of similarity, entitled "Square Dance Jubilee."

The story concerns a jubilee in a place called Hickory, Kentucky, where a Hollywood director, a theatrical tradepaper reporter and a contingent of big-town racketeers go, separately, to pick up talent, local color, money or what have you. The story concerning these out-of-towners gets in the way of the vaudeville content of the film more often, and stays there longer, than is good for the project.

The script, supervised by Bobby Sierks, has a Hollywood director sent to Hickory to get material for a hill-billy picture. He is kidnapped by thugs in employ of a city slicker who has taken over the operation of the annual jubilee. The tradepaper reporter sent to cover the event finally thwarts the gang's plans to loot the civic coffers and the local bank. Colonna is in and out of the goings-on as a hired "M.C.", who also gets kidnapped. Ron Ormond produced and directed, with Murray Lerner as executive producer and Jack Leewood as his associate. June Carr was associate producer.

Running time, 67 minutes. General audience classification.

"China Corsair"

(Columbia) *Hollywood, June* 11

JON HALL'S is the best name with which to bill this shoot-and-slug melodrama acted out with much violence and little point against a China Sea setting. Other players in a cast portraying uniformly undesirable characters are Lisa Farraday, Ron Randell, Douglas Kennedy, Ernest Borgnine, John Dehner, Mary Marco, Philip Ahn and Peter Manakos. The script by Harold R. Greene, produced by Rudolph C. Flothow and directed by Ray Nazarro, is declared in a foreword to deal with the "scum" of humanity and does so so lethally that only the unheroic here, played by Hall, is left alive at the finish.

Miss Farraday, the central character, plays an Eurasian who has given up a career of China Sea piracy for love of a glib antique dealer who's come from London to an island off the coast of South China to steal a fortune's worth of Chinese jade from her uncle and is using her love as a means of getting possession of it. Hall plays a marine engineer out of work and funds due to drunkenness. When her fiance kills her uncle, takes the treasure and sails away with it she is persuaded by a former partner in crime to return to her piratical ways and set out after him. She and her crew raid his craft, killing him and several others in the process, and she forces Hall, who was piloting his vessel under duress, to pilot her craft. Her former partner in crime double-crosses her in turn, and after an extended series of shootings, sluggings and knifings, she dies gracefully on the beach and Hall, who has blown up the remnants of the cast on a boat offshore, erects a crude cross over her grave before trudging off toward the horizon.

Running time, 68 minutes. General audience classification. June release.

WILLIAM R. WEAVER

20th Meet

(*Continued from page* 1)

tion, told the gathering that the company believes in a sliding scale and will see that it is restored in areas where it has fallen into disuse. He declared, "Exhibitors need more good pictures. This is our foremost consideration, and our policy is quality pictures in quantity. Regardless of cost or number required, we will not produce 'cheaters'."

'Super-Exploitation'

Explaining what he termed 20th-Fox's new "super-exploitation policy," Lichtman said, "We have a merger within our company, with every member of the sales force becoming a teammate in exploitation." He said division managers are required to make certain that a picture has been pre-sold to the public in a community before setting a playdate, and the salesman's job is not finished when he has obtained a contract. He must continue on and help the exhibitor sell the attraction. This, he explained, has become too big a job for the exhibitor to do alone. This policy applies not only in key cities but in small towns as well, he declared.

Lichtman continued, "We shall continue the policy of giving local autonomy to district managers, including authority to give relief in distress cases. We believe in giving a square deal to the exhibitor and expect a square deal in return. With these policies we can expect the widest possible revenues consistent with good business ethics." Charles Einfeld, vice-president, hailed the "super-exploitation" plan as among the greatest steps forward taken by the industry in many years, declaring that old methods are obsolete and the need for closer liaison between all branches of the company is urgent. Einfeld pointed out that there is plenty of money in banks, and $40,000,000 worth of "E" bonds in the hands of the public, proving that "money is to be had if we take the proper steps to earn it."

Print Shortage

Late in the afternoon the convention took up consideration of the print shortage, with division managers, who have tried out various solutions in their respective areas, reporting on the results obtained so far.

Following dinner at the Ambassador Hotel, the conventioneers witnessed a screening of "Decision Before Dawn" at the studio.

Former 'U' Officials

(*Continued from page* 1)

to be paid to Mrs. Andrea Cowdin, his wife.

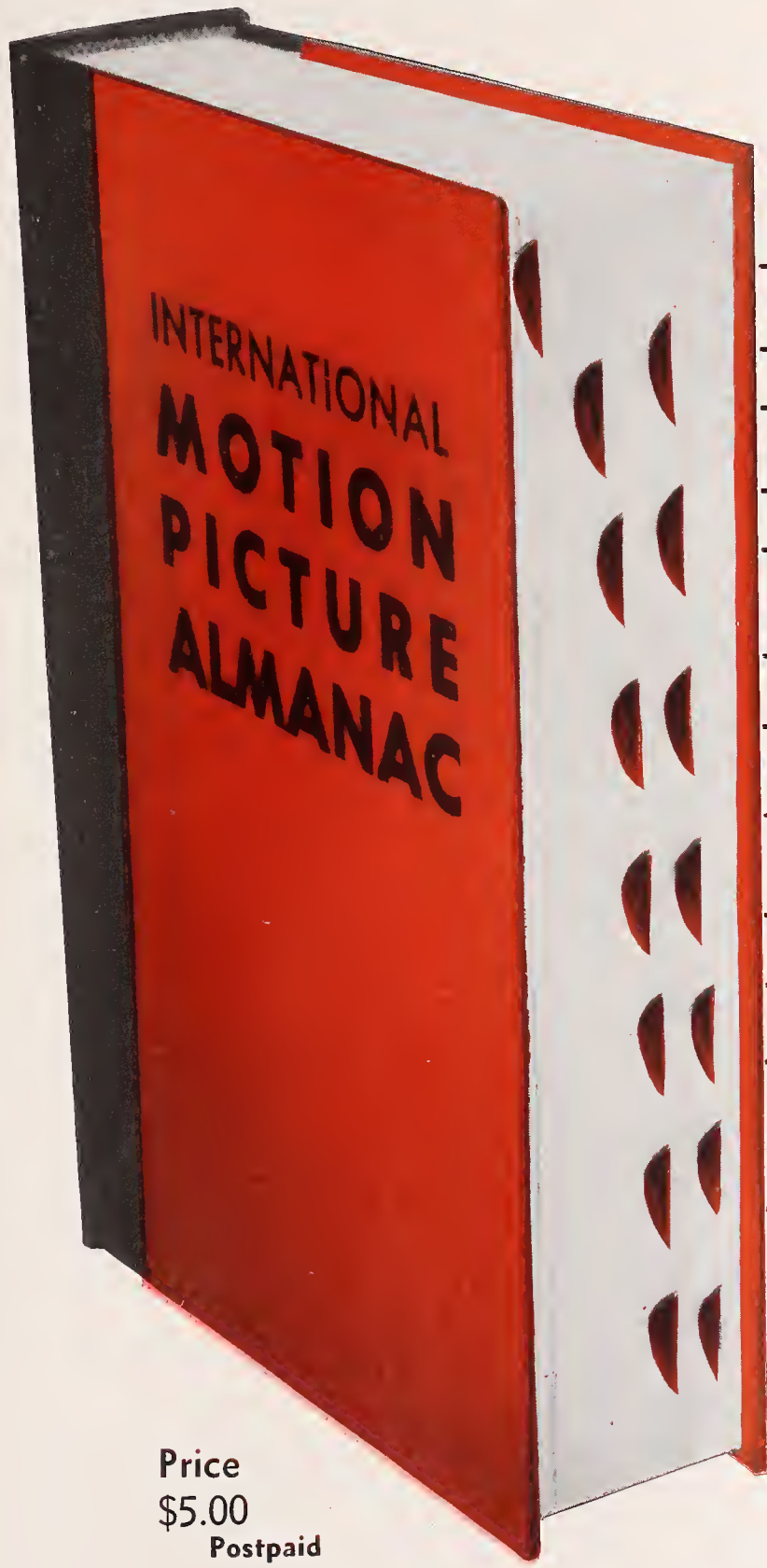
Prutzman's agreement calls for the payment of $12,500 during 1951 for aid and assistance in connection with all matters in which he participated while an officer of the company, for a period of two years commencing Jan. 1, 1950. In the event of his death, the payment would be made to his wife.

In consideration of services in a consultative capacity between Jan. 1, 1951, and Dec. 31, 1952, Seidelman is to receive $26,000 per annum for the calendar years 1951 and 1952. Scully, who at present carries the title of domestic sales consultant of the company, receives $500 per week salary from Dec. 3, 1950, to Dec. 31, 1954. Seidelman's and Scully's pacts carry death payment provisions similar to those in Cowdin's and Prutzman's.

The Industry's Most-Wanted Most-Often-Used Reference Book

The 1951-52 edition of the Almanac is now in preparation. The thumb-indexing, which met with such wide-spread approval by so many subscribers to the previous edition, will again make it quick and simple to instantly locate any of its most-often-used sections . . . the reliable information you need will be literally *right at your fingertips,* when you are equipped with the latest Almanac.

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Theatre TV

(*Continued from page* 1)

asset is growing as a varied pattern of admission scales and methods of operations emerges.

In Washington, for example, the RKO Keith's is featuring the attraction in its regular ads and emphasizing "no advance in prices." The Lincoln will have a large two column ad in today's *Afro-American*, a local paper, and will raise its prices from 50 cents to meet the Keith's regular evening scale of 74 cents.

While interested exhibitors here have expressed the hope that most theatres will not hike their scales, the experimental nature of the telecast will be aided by the policy adopted at Shea's Fulton Theatre in Pittsburgh. There the house will close at six P.M. and reopen at nine P.M. A program of shorts will be shown until the preliminary bouts begin. The admission price will be $1.30, as compared with the regular scale of 85 cents, with tax.

In Chicago, both Balaban and Katz houses showing the fight, the Tivoli and the State-Lake, will charge the normal rate of 98 cents with tax at the State-Lake and 74 cents, also with tax, at the Tivoli. The regular picture bill will be shown in addition to the boxing match. The management was still undecided yesterday whether or not to close the box-office for a brief period before starting the sale of the special tickets.

Admission policy at other theatres in Albany, Cleveland and Baltimore was not available at press time last night. The commentary on the fight will be made by Jimmy Powers, New York sports editor and sportscaster.

Though the hurried signing of the fight for exclusive theatre TV cut off a number of theatres from participation because of the inability to arrange for coaxial cable facilities, and some doubt about the drawing power of the fight card, the results of the Wednesday night show are expected to be studied carefully by theatre exhibitors.

If the mid-week feature can fill the large houses participating, added impetus to working out a wider coverage of future sporting events, especially college football this fall, can be expected.

College football and home television are having a showdown fight. The television committee of the National Collegiate Athletic Association, which is charged with protecting the gate at the stadia against the inroads of TV, at the weekend issued the results of a survey which showed that college games in TV areas lost four per cent of their grosses last year while at the same time colleges in non-TV areas gained four per cent.

The University of Pennsylvania, which rebelled against the NCAA plan to limit home televising of this fall's games, has offered to refer the dispute to the Department of Justice for a ruling. The intention is obviously to hit at the alleged "restrictions" in the NCAA plan. The defection of a few more "name" colleges could strike at the exclusive value of theatre telecasts of the games, but already a number of colleges, including Columbia and Dartmouth, have said they will cancel scheduled games with Penn. Firmness among NCAA members could be a powerful deterrent to any other schools thinking of following Penn's example.

Schine Can Keep Van Wert, O., House

Washington, June 11.—The Schine consent decree has been amended, with government consent, as far as the situation in Van Wert, Ohio, is concerned.

Under the original decree, Schine was required to sell a theatre there for theatrical use. Under the new provision, the theatre can be sold for non-theatrical purposes but Schine must take a product limitation on its remaining theatre in Van Wert.

W. B. Trade Shows

(*Continued from page* 1)

and general sales manager Ben Kalmenson to the screenings indicates a record attendance for an event of this kind, the company believes.

The pictures to be screened are "Jim Thorpe—All American," starring Burt Lancaster, Phyllis Thaxter, Charles Bickford and Steve Cochran, directed by Michael Curtiz and produced by Everett Freeman; "A Streetcar Named Desire," starring Vivien Leigh and Marlon Brando in the film version of Tennessee Williams' play, produced by Charles K. Feldman and directed by Elia Kazan; "Strangers On A Train," Alfred Hitchcock's drama starring Farley Granger, Ruth Roman and Robert Walker, and "Captain Horatio Hornblower," in Technicolor, starring Gregory Peck and Virginia Mayo, directed by Raoul Walsh.

Forman Acquires 5

(*Continued from page* 1)

nore and Capitol in Salem, Ore.; the Aberdeen and Bijou in Aberdeen, Wash., and the Hoquiam in Hoquiam, Wash.

Forman, who was a former partner of Warners in the operation of some Western theatres, described the deal as a consequence of the Warner consent decree requiring divorcement and divestiture in settlement of the Federal anti-trust suit against the company. Forman's United also operates the Grand, Liberty and the Salem Drive-In, Salem. He operates a total of 28 theatres in the Northwest and 16 drive-ins ranging southward to Los Angeles.

Schwartz' Contract

(*Continued from page* 1)

event of a merger or consolidation with any other corporation." The pact may be terminated by the company after May 1, 1953, only on the condition that severance equal to one year's salary be paid to Schwartz in three equal installments.

Vincent McFaul's Mother

BUFFALO, June 11.—Funeral services will be held tomorrow at St. Joseph's New Cathedral here for Mrs. Elizabeth Shields McFaul, 85, mother of Vincent McFaul, general manager of Shea's Buffalo Theatres. Mrs. McFaul died Saturday following an illness which lasted four months.

5th Sunday Show Defeat

JACKSON, Tenn., June 11.—The proposal to permit Sunday films in Jackson has been defeated again at the polls.

U-I Slates

(*Continued from page* 1)

of strong product be made available on a month to month basis rather than spot particular pictures for a specific period. In this way we are helping exhibitors to get an audience and hold them with a steady supply of commercial pictures that appeal to a mass audience."

Slated for July are: "The Prince Who Was A Thief," in Technicolor, starring Piper Laurie and Tony Curtis; "Francis Goes to the Races," starring Donald O'Connor and Piper Laurie, and Abbott & Costello's "Comin' Round the Mountain." Marked for August are: "Cattle Drive," in Technicolor, starring Joel McCrea and Dean Stockwell; "Mark of the Renegade," in Technicolor, starring Ricardo Montalban and Cyd Charisse; "Iron Man," starring Jeff Chandler, Evelyn Keyes and Stephen McNally, and "Bright Victory" (pre-release), starring Arthur Kennedy and Peggy Dow.

To Honor Halpern At ATS Dinner

David Hale Halpern, retiring president of the American Television Society, will be presented with an achievement scroll by the society at a luncheon on June 18 at the Hotel Roosevelt here. The annual election of officers will be held at the same time.

Nominated for president is Jules Seebach, vice-president WOR-TV; for vice-president is Warren Caro, who is executive-secretary of the Theatre Guild; for secretary Claude Barrere, program representative, and for treasurer Arch Braunfeld, CPA.

Terhune and Wooten Form Theatre Unit

KANSAS CITY, June 11.—Edward A. Terhune and A. G. Wooten have formed T. & W. Theatres, Inc., operating theatres in Kansas and Missouri. Terhune came to Kansas City in February from Dallas, Tex., after several years of publicity for RKO Pictures for the Southwestern territory. He first acquired the Fiesta here.

Wooten has managed and operated theatres for several years in this territory.

Mayer Sets Jubilee

(*Continued from page* 1)

cuss plans for a COMPO theatre jubilee next fall.

Invited to attend the meeting are George Dembow, Charles Feldman, Morey Goldstein, James R. Grainger, Robert Mochrie, Abe Montague, Charles Reagan, William F. Rodgers, A. W. Schwalberg, Al Lichtman, Mort Blumenstock, Howard Dietz, Steve Edwards, Charles Einfeld, Philip Gerard, Gilbert Golden, Jerome Pickman, Don Prince, Jonas Rosenfield, Arthur A. Schmidt, Silas F. Seadler, Charles Simonelli, Madeleine White, Kenneth Clark and Alfred Corwin, as well as Kalmenson and McCormick.

Justus Goldman, 59

Justus Goldman, 59, president of Oppa Pictures, Inc., film exporters, died Friday at his home here.

Transfers, Sales, Summer Closings In Northern Cal.

SAN FRANCISCO, June 11.—A number of theatres in Northern California have been bought and sold during the past week, and two have been closed temporarily.

David Bolton, president of Trans-California Theatres, announced the purchase of the 850-car Stadium Automovies in San Leandro from Golden State, at a cost of $200,000. This brings to seven the number of drive-ins owned by Trans-California.

Irving Ackerman has taken over the lease of the 471-seat Silver Palace on Market Street from Aaron Goldberg Theatre, and Ralph Dostal, booker with Lippert Productions in San Francisco, has secured the lease from Mrs. Goldberg on the 494-seat Peerless on Third Street.

Harry Franklin, executive with Aaron Goldberg since 1942, has retired because of ill health, and Mrs. Goldberg, after operating theatres with her late husband for the past 39 years has decided to dispose of all her interests with the exception of the 393-seat Regal on Market Street. Executive offices of the circuit will be under supervision of Harley D. Oakley, management consultant.

Fox West Coast closed the United Nations in San Francisco for an indefinite period and Blumenfeld's closed the Esquire in Oakland for the summer.

May Work, Or Else Scare 'Em to Death

CHICAGO, June 11.—Taking a cue from the success achieved by the midnight premiere of "The Thing" at the Woods Theatre last Monday, the downtown Grand is opening with "Jungle Head Hunters" at midnight tomorrow. Two animated models, one of a native girl doing a barbaric dance, and the other of a warrior shrinking a human head over a fire have been placed in front of the Grand to advertise the picture. Newspaper ads and signs on the theatre proclaim that "Some Lucky (?) Person Will Win a Genuine Shrunken Head".

Harber's Ownership Of Liberty Upheld

DENVER, June 11.—The U. S. Court of Appeals here has upheld the Cooper Foundation of Nebraska and Mrs. J. M. Harber in their right of ownership and leasing of the Liberty Theatre, Oklahoma City.

The Appellate Court held that J. H. Cooper and Pat McGee who ran the Criterion in Oklahoma City many years were not trustees for Warner Brothers, Inc. in handling the theatre property. The opinion sustained the rights of the Harbers to ownership of the property and the validity of a 10-year lease.

Candy Raised, Too

OMAHA, June 11.—The nickel candy bar is losing ground. At least one Omaha vending machine company has installed 10-cent candy bar machines around town. George Williams, assistant manager of the Canteen Company here, said about 35 per cent of the firm's machines have been converted.

U. K. Trade Meets With Government Thursday on Tax

LONDON, June 11.—The four trade organizations are scheduled to resume negotiations on the government's new entertainment tax proposals with Sir Wilfrid Eady on Thursday. The general council of the Cinematograph Exhibitors Association will meet Wednesday to approve new authorizations for its tax negotiating committee.

The government is prepared to amend the proposed incidence of the tax provided the industry reaches an agreement with Eady. Exhibitors are seeking a more equitable spread of the tax and will be given the support of producers. An early agreement is essential as the Finance Bill will be reached in Commons June 24 and any amendments will have to be written into the bill then.

Meanwhile, allocations from the Production Pool have been set for the 13 weeks ended Dec. 9, 1950, and estimates place the total accruing to the Pool in the first year of the Eady Plan's operation at £1,250,000.

100 More U.K. Quota Defaulters Cited

LONDON, June 11.—More than 100 additional cases of Film Quota defaults for the 1949-'50 period have been referred by the Board of Trade to the Films Council for consideration. It is understood that included in the list is a large, American-owned West End theatre and a number of circuit houses.

Proceedings already have been instituted, it is understood, in 30 cases for quota defaults. The Council, which takes the position that the present 30 per cent quota is a fair one, is expected to tighten up more severely in the future where defaults are discovered.

B. Hoffman Abroad, I. J in New Firm

HARTFORD, June 11.—B. E. Hoffman, who recently resigned as assistant New England zone manager for Warner Theatres, is planning a trip to Israel this summer.

His brother, I. J., who recently left his post as Warner circuit's New England zone manager, is organizing an office in New Haven to supervise theatre interests in Massachusetts and Connecticut, it is understood.

Rich to Release Films in Ohio

CLEVELAND, June 11.—Charles Rich, who resigned as Warner district manager to become an exhibitor, is back in the distribution field having formed the Rich Releasing Co., with offices here. Product which he will distribute throughout Ohio includes "Seven Days to Noon."

Disney to London

LONDON, June 11.—Walt Disney is due here June 21 to supervise production of his "Robin Hood," shooting on which is now in progress at Denham. He will be accompanied by William B. Levy and may remain for the London premiere of his "Alice in Wonderland." He is scheduled for a BBC broadcast July 13 on the latter picture.

Marc J. Wolf Announces Variety Club Appointments

The reappointment of James G. Balmer as ceremonial officer, Nathan D. Golden as "Heart" chairman, and A. K. Rowsell as Humanitarian Award chairman was confirmed yesterday by Marc J. Wolf, International chief barker of the Variety Clubs.

In addition, Wolf confirmed the appointment of the following non-elective officers and representatives for the 1951-52 period: W. H. Lollier, sergeant-at-arms; and Sam J. Switow, International representative-at-large.

International representatives: William Elson, H. H. Everett, Michael Felt, George Hoover, Elmer Lux, Allan Moritz, Jack Rose, Charles Smakwitz and Harold Stoneman. Jake Flax of Washington replaces Joseph Grant; Julius Schapps of Dallas replaces William O'Donnell, and James O'Neal of San Francisco replaces David Bershon.

Wolf also announced the creation of an International fixers committee consisting of attorneys Herman Levy of New Haven, Edward Shafton of Omaha and Ezra Stern of Los Angeles.

Mann Calls 'Urgent' NCA Board Meeting

MINNEAPOLIS, June 11. — An "urgent" call to board members to attend a directors' meeting of North Central Allied Independent Theatre Owners here next Tuesday has been issued by Ted Mann, president.

The meeting, according to Mann, will consider "and approve plans for an aggressive" administration. High on the agenda will be the appointment of a screening group to develop ticket-selling exploitation angles.

Ill. Allied to Meet With Local Press

CHICAGO, June 11.—A second luncheon meeting with the local press has been scheduled by Jack Clark, chairman of the Allied publicity and promotion committee, for Thursday.

Publicity representatives of the circuits, several columnists, and the amusement advertising managers of the local dailies also have been invited to take part in a general discussion of the press relation problems of the industry.

Crescent Contempt Hearing on Today

WASHINGTON, June 11.—Argument will be heard in Federal District court in Nashville tomorrow on a motion by Crescent to dismiss the government's contempt charges, pending there in connection with Crescent's consent decree.

Also to be argued are government and Crescent motions to require the production of certain evidence by the opposing parties.

Mann Names Giessman

SAN FRANCISCO, June 11. — Cliff Giessman who resigned as East Bay district manager for Blumenfeld Theatres in Oakland has been appointed by George Mann to take charge of all his Redwood theatres. Giessmann will headquarter in Eureka, California.

11 Films Started; 30 Now in Work

HOLLYWOOD, June 11.—The production tally went up one point last week, for a total of 30 pictures in work. Eleven new pictures were started while ten were completed.

Started were: "Purple Heart Diary," "Chain of Circumstance," "Valley of Fire" (Gene Autry Prod.), "Boots Malone" (Sidney Buchman Ent.), "Corky of Gasoline Alley," Columbia; "Chicago Calling" (Arrowhead Pic.), Independent; "The Quiet Man," and "Utah Wagon Train," Republic; "The Treasure of Franchard," Universal-Int'l.; "Bugles In The Afternoon" (Cagney Prod.), "The Tanks Are Coming," Warner Bros.

Completed were: "Disc Jockey," Allied Artists; "The Light Touch," Metro-Goldwyn-Mayer; "Hong-Kong" (Pine-Thomas Prod.), "Silver City," and "The Rage of The Vulture," Paramount; "Flight From Fury," Republic; "Let's Make It Legal," 20th Century Fox; "The Door," "Reunion In Reno," and "Finders Keepers," Universal-Int'l.

Test First - runs in Neighborhood House

CLEVELAND, June 11.—What may eventually prove a serious development for downtown theatres is the spreading of first-run showings in neighborhood houses. Last week the Fairmount Theatre, deluxe Shaker Heights house, played a first run eight-day engagement of "So Long at the Fair." The Mayland followed with a first-run showing of "My Brother Jonathan."

Upon the success of this experiment on repeated occasions depends a broadening of the policy which might ultimately wrest from the downtown houses the exclusive first run rights.

Evergreen Circuit Reassigns Managers

PORTLAND, ORE., June 11.—Mose M. Mesher, manager of Evergreen Theatres' Oregon district, has been transferred to the circuit's Washington district in the same capacity, Frank L. Newman, president, announced. Mesher will be succeeded by Russ Brown, manager of the Portland Paramount.

The changes resulted from the recent resignation of Lowell Paramentier, Evergreen division purchasing agent, whose post has been filled by Carl Mahne. Other personnel changes are expected.

Wanger, Frenke in Deal

HOLLYWOOD, June 11. — Walter Wanger and Eugene Frenke have formed a partnership to produce "Lady in Iron Mask" in color for 20th Century-Fox release. Louis Hayward will star in the film, to be produced under the Walter Wanger international trademark.

Slice Admission Prices

HARTFORD, June 11. — A number of independent theatres in this territory have dropped adult admissions a few cents for the summer months.

Coming Events

June 11-15—20th Century-Fox national sales convention, Los Angeles.

June 12—Monogram-Allied Artists board meeting, Hollywood.

June 13—Cinema Stamp Collectors meeting, Hotel Astor, New York.

June 13-14—Tennessee Theatre Owners Association board meeting and annual convention, Hotel Gayoso, Memphis.

June 18-20—Virginia Motion Picture Theatre Association summer meeting, Jefferson Hotel, Richmond.

June 19 — National Conference of Christians and Jews dinner honoring Eric Johnston, Waldorf-Astoria Hotel, New York.

June 19-20—New Mexico Theatre Association convention, Albuquerque.

June 24-26 — Mississippi Theatre Owners Association annual convention, Buena Vista Hotel, Biloxi.

June 27—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Joan Crawford Signs Participating Deal

HOLLYWOOD, June 11.—Joan Crawford has been signed by Joe Kaufman to play the lead in "Sudden Fear," a film to be made this summer and based on a mystery by Edna Sherry. Kaufman said that Miss Crawford has agreed to a participating deal, the first in her career. David Miller will direct and Frank Partos will write the screenplay.

Kaufman, Miller and Partos have joined Miss Crawford in New York.

Cooper Is Promoted By RKO Pathe Here

David Cooper has been promoted to assistant production manager of RKO Pathe here by Jay Bonafield, executive vice-president.

A veteran editor and also a short subject director, Cooper has been associated with the RKO Pathe organization since 1942. He will function under the supervision of Douglas Travers, vice-president in charge of production.

New Hennessy Venture

SAN FRANCISCO, June 11. — Mary Hennessy, formerly Fox West Coast Theatres publicist and more recently advertising and publicity director in San Francisco for Loew's Warfield, has opened a publicity and public relations office in San Francisco. Marjorie Milward, former assistant producer of the radio show "Lady Be Beautiful," will be in charge of television and radio.

Four 'Magnet' Openings

CHICAGO, June 11.—"The Magnet," English-made feature being released through Universal-International, opened a simultaneous first-run here Friday at the downtown Monroe, West side Alex, South side Hyde Park, and suburban Stadium, Evanston. In addition to their usual ads, a combined display ad for the four theatres is being used in the local dailies.

There's a New SMILE On the Industry's Face!...



"20th has the makings of a Film Festival all its own!"
The Film Daily

Here's the ad that kept 'em coming— to the Roxy!

And the smile will keep growing as 20th passes the Ammo to keep boxoffices booming!

HALF ANGEL
Technicolor

That "Farmer's Daughter" team — doing that "Farmer's Daughter" business!

TAKE CARE of my LITTLE GIRL
Technicolor

The great best-seller...plus Look, McCall's, Seventeen and Coronet have already told and sold it to 50,000,000 Americans!

THE FROGMEN

You've never played anything like this one! The thrilling story of Uncle Sam's Underwater Commandos!

THE GUY WHO CAME BACK

Douglas plus Darnell plus Bennett — a great exploitation picture that will keep 'em coming back for more!

NO HIGHWAY in the SKY

Nevil Shute's startling novel! The year's most amazing cast — tops in suspense!

THE SECRET of CONVICT LAKE

To take its place among the great dramas of the primitive West! True and tremendous in its man-woman story of power and passion!

MR. BELVEDERE RINGS THE BELL

Happy chimes are here again! Ring up another triumph for that Belvedere man!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 114 NEW YORK, U.S.A., WEDNESDAY, JUNE 13, 1951 TEN CENTS

Colosseum's Affiliation Chances Fade

'IA' and UMW No Longer Vying; Bidding a Factor

Whereas two weeks ago the IATSE and John L. Lewis' United Mine Workers appeared ready to do battle with each other over the Colosseum of Motion Picture Salesmen, indications were yesterday that neither of the major labor organizations now cared whether the other took the unaffiliated salesmen's union into its ranks.

The reversal, it is said, was the product of individual reexamination by Richard F. Walsh, IATSE president, and Lewis of the "advantages" to be derived from a take-over of the film salesmen. Observers here contend that the increasing use in recent years of competitive bidding has not improved the salesmen's position, a factor which these observers believe may have influenced Walsh's and Lewis' thinking in the past two weeks.

The possibility appeared strong on

(*Continued on page 2*)

Republic to Screen Old Films for Video Ad Agencies

HOLLYWOOD, June 12.—The first screenings of old Republic products available for television use will be held next Tuesday at the studio for advertising agency representatives, it was announced here today by Hollywood Television Service, a newly-established Republic sales subsidiary.

The films, to be offered in blocks

(*Continued on page 2*)

MacMillen, Amory Join Souvaine Co.

William C. MacMillen, Jr., president of Pathe Industries and former president of Eagle Lion Classics, has been named chairman of the board of the newly-formed Souvaine Selective Pictures Company, distributors of U.S. and foreign films and the American partners of the French government-owned combine, L'Union Generale Cinematographique, Souvaine announced here yesterday. MacMillen will continue as Pathe president.

(*Continued on page 2*)

Nine Theatres Offer 22,677 Seats for 'TV Exclusive'

Nine motion picture theatres in six cities will add, through theatre television, 22,677 seats to the 55,000 available at the sprawling Polo Grounds when the gong rings tonight for the Joe Louis-Lee Savold fight.

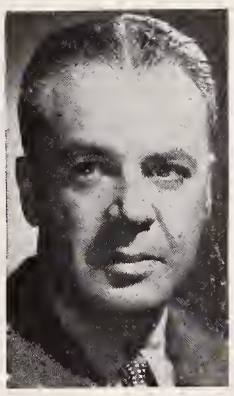
Exhibitors watching the experimental theatre telecast are hoping that the out-of-town theatres will do better proportionately than the fight's sponsor, the International Boxing Club, for only about 15,000 persons are expected to turn out here. Unofficial estimates place the gate at $90,000.

The IBC has scaled its tickets from a $20 top down to $2.50, moderate for a major fight, while most of the participating theatres are holding to regular prices and are offering the fight

(*Continued on page 4*)

Allied Artists in Deal with Wanger

HOLLYWOOD, June 12.—A deal by which Walter Wanger will produce a minimum of three pictures annually for the next three years for Allied Artists' release was announced here today by Steve Broidy, AA president.



Walter Wanger

A fund of $5,000,000 to finance the Wanger productions has been negotiated by AA through a syndicate headed by Elliott Hyman, Eastern film financier, represented by Stillman and Stillman, New York law firm. David

(*Continued on page 4*)

UPT Merges With Its Borrowing Company

United Paramount Theatres and its wholly-owned subsidiary, United Paramount Theatre Enterprises Corp., have merged, it was disclosed yesterday. The subsidiary was the primary borrower under the $45,000,000 loan agreement entered into with Metropolitan Life Insurance Co., First National Bank of Chicago, Manufacturers Trust Co., and Bankers Trust. UPT was guarantor of the notes. With the merger, UPT itself assumes direct obligation to the lending institutions under the loan agreement.

CBS Color Programs Begin June 25

Arthur Godfrey will star in the first commercial color TV broadcast, to be held June 25 from 4:30 to 5:30 P. M., CBS announced yesterday. The program will present a number of the nation's business leaders, who will comment on the advent of color television.

A regular color telecast schedule is being set up, with daily spots in the morning and afternoon likely. Some shows will appear on Saturdays and Sundays and the programming will present a cross-section of public service, variety, women's fashions and sporting events, the latter to have remote pickups. There is no indication how many sets will be equipped to receive the program in color, but the number will be nominal.

E. Pa. Regional Is Suspended By Allied

WASHINGTON, June 12.—Abram F. Myers, general counsel of Allied States Association, today announced that Allied Independent Theatre Owners of Eastern Pennsylvania has been suspended as a member of Allied, as of June 1, for non-payment of dues. The move, Myers said, was taken as a result of action by the national Allied board at the Kansas City meeting a few weeks ago.

The Pennsylvania unit, headed by Sidney Samuelson, has been at odds for some time with national Allied on policy. It is the only Allied regional

(*Continued on page 2*)

House Group Makes Tax Change Final

WASHINGTON, June 12.—The House Ways and Means Committee today made final its decision to apply the Federal 20 per cent admission tax on the basis of the price actually charged for reduced theatre tickets rather than on the basis of the full established price. The change would go into effect on the first day of the first month beginning 10 days or more after the date of enactment of the bill.

Another vote today made final a committee decision to exempt from the

(*Continued on page 4*)

Para. Studio To Cut Costs, Not Salaries

Seeks to Slice Average Budget to $1,000,000

Studio and home office executives of Paramount Pictures are conferring in New York this week with a view to revolutionizing production operations to the point where sizeable cuts can be made in costs without impairing picture quality. They expect to achieve their end by adopting new planning, technical and time-saving methods.



Don Hartman

This disclosure was made yesterday by Don Hartman, Paramount's super-

(*Continued on page 4*)

SPG, SWG, SDG, Set Solid Front Against Salary Cut Plan

HOLLYWOOD, June 12.—A solid front against acceptance of voluntary salary reductions as proposed by 20th Century-Fox was decided upon last night by a joint meeting of the Screen Producers Guild, the Screen Writers Guild, and the Screen Directors Guild.

Meanwhile, the Artists Managers Guild threw its strength behind last

(*Continued on page 2*)

$1,250,000 Drive For 20th's 'David'

LOS ANGELES, June 12.—As an indication of the scope of 20th Century-Fox's new "super-exploitation" policy, Al Lichtman, director of distribution, today announced that 20th-Fox will spend $1,250,000 on an advertising campaign for "David and Bathsheba."

Addressing the company's sales convention here at National Theatres headquarters, Lichtman said the campaign was designed to bring the attraction to the attention of every

(*Continued on page 4*)

Personal Mention

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Albany from New York for conferences with resident manager JACK GOLDBERG.

•

HAROLD DUDOFF, Universal-International manager for Puerto Rico and supervisor for the Dominican Republic, has arrived here for conferences with company executives.

•

NAT LEVY, RKO Pictures Eastern division sales manager, and SID KRAMER, short subjects sales manager, left here today for Pittsburgh and will return tomorrow.

•

JEROME M. EVANS, Universal Pictures special events representative, has returned here from Cleveland.

•

P. T. DANA, Eastern sales manager for Universal, is due here today from Pittsburgh.

•

TED R. GAMBLE, head of Gamble Enterprises, was in Washington yesterday from New York.

Republic to Screen

(*Continued from page* 1)

of 13, 26 and 52, are pictures whose theatrical possibilities have been exhausted and none contains players now appearing in Republic product, it was said. A total of 150 pictures, now being edited to television length and re-scored in compliance with the contract signed with the American Federation of Musicians, have been chosen to make a thorough test of the market's potentialities. The first will be ready for televising within a month.

A HTS executive said that the company policy is to protect exhibitors against damaging competition by supplying television with films of an age and kind which cannot interfere with the drawing power of current theatre product. He said that profits from television sales will be invested in improving Republic's theatrical production and will benefit the exhibitor and the company.

The extent to which the company will go in television sales depends on the reaction to its first offerings and the amount of money procurable from the new source, now or later, the executive said, adding that "making films for theatrical exhibitors is our primary business and we have no intention of endangering it."

The pictures offered at this time include a number of older Roy Rogers, Gene Autry, Wild Bill Elliot and Johnny Mack Brown Westerns.

New Jersey Allied Scores Republic on Sales to TV

Following a general membership meeting here yesterday, Allied Theatre Owners of New Jersey issued this statement regarding Republic's plans to sell films to television: "Certainly no film company can be foolish enough to believe that any theatre owner will continue to support it once he knows that this company's product has been sold to television. It has come to our attention that Republic has sold films to television. New Jersey Allied is advising its members of the fact and knows they will know what to do about it."

Allied Unit Backs Para. Sales Drive

Memphis, June 12.—Allied Independent Theatre Owners of the Mid-South devotes a special June membership bulletin to endorsement of Paramount's A. W. Schwalberg sales drive. Commending the Paramount sales chief for his personal interest in exhibitor problems, the bulletin urges exhibitors to cooperate in the sales drive.

NEWS in Brief . . .

GLOVERSVILLE, June 12.—A series of summer meetings on operation and business promotion to be held by the Schine Circuit started today at the Pontiac Theatre, Saranac Lake. It will be followed by district meetings in Syracuse, Thursday, Geneva, Friday, and in Ohio, Kentucky and Maryland next week.

•

Malcolm Kingsberg, former president of RKO Theatres, is one of eight new directors elected to the board of ACF-Brill Motors Corp., following the purchase by Allen & Co. and Charles Allen, Jr., of the security holdings in the company from The Avco Manufacturing Corp.

•

A new research and development contract with the Air Forces has been signed by Chromatic Television Laboratories, according to Richard Hodgson, president. Chromatic TV, 50 per cent owned by Paramount Pictures, was formed a year ago to further inventions in the color cathode ray tube field and recently announced plans for production of direct-view tri-color tubes and receivers.

Scott on Hand for 'Fort Worth' Bow

FORT WORTH, June 12.—Over three hundred Texas riders will join Randolph Scott in premiere events tomorrow night for Warner Brothers' Technicolor "Forth Worth," which bows at the Worth, Hollywood and Palace theatres here.

E. Pa. Allied

(*Continued from page* 1)

which has refused to go along with the national organization in support of the Council of Motion Picture Organizations.

Myers' statement failed to indicate whether or not suspension of the unit eliminated Samuelson as a member of the national Allied board.

Newsreel Parade

MISS TRUMAN overseas and UN veterans returning home are highlighted in the current newsreels. Other items include Korean action, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 48—Miss Truman in England. Destroyers back from Korea. Honor Gen. Bradley. Music degree to Jane Froman. Travel fashions. Golf. Indians compete in war canoes. Florence Chadwick trains for Channel swim.

NEWS OF THE DAY, No. 282—Princess Elizabeth leads Royal parade. Vogeler reveals Red torture. Margaret Truman on her tour overseas. Drama in Indo-China. News flashes from the world of sport: international boxing, rodeo.

PARAMOUNT NEWS, No. 85—Trooping the colors in London. World awaits the outcome of French elections. Weekend of fashions. Vogeler story. Flashes from sport world: Rose festival, rodeo in action.

TELENEWS DIGEST, No. 24-A—British diplomats vanish. Salzburg: Russians ousted. Battleship New Jersey in Japan. Korea report. France: election preview. Israel: Ben-Gurion returns. King Haakon of Norway in London. Auto race.

UNIVERSAL NEWS, No. 464—UN veterans return home from Korea fighting. Trooping to the colors in London. Billion dollar log jam. News flashes from the world of sports: boxing in Germany, rodeo in California.

WARNER PATHE NEWS, No. 87—Vogeler speaks out. Color trooping in London. Gen. Bradley honored at Cambridge University. Loggers ride billion dollar timber torrent in Quebec. French honor heroes killed in Indo-China.

Colosseum

(*Continued from page* 1)

June 1 that UMW would invite the Colosseum to tie up with Lewis' so-called "catch-all" unit, District No. 50. David Beznor, Colosseum general counsel, reportedly had conferred with Lewis in Washington with this end in view. Walsh was said to have committed the IATSE to fight such a marriage.

Lewis, who for years has been "trying to get a wedge into the motion picture industry," according to labor officials here, would have acted with respect to the Colosseum by now if he intended to take over the salesmen's union, it is believed. Walsh was said to have turned down about a year ago a proposal that the Colosseum join up with IATSE.

Beznor was said to have approached Lewis recently in consequence of the difficulty the Colosseum has experienced in new contract negotiations.

Pay Cut Plan

(*Continued from page* 1)

night's decision by advising its talent clients to follow the advice of their respective guilds. The SPG and SWG already officially have urged their members to reject the 20th-Fox proposal for persons paid more than $500 weekly, while the Screen Actors Guild, although sympathetic to the policy of the other guilds, has taken no action due to the fact that players have not been asked to accept the reduction.

The Screen Directors Guild board, which meets tonight, has signified it will relay the joint policy to its members.

MacMillen

(*Continued from page* 1)

Charles Amory, former head of ELC's "art" film sales department, has been appointed vice-president and general sales manager of Souvaine. The company said it will have 12 pictures in distribution by the end of the month. Henry Souvaine will continue as president and Howard L. Taylor as executive vice-president of the Souvaine company.

Souvaine will distribute films produced by French, Italian, English and American producers "in sufficient volume to be of considerable service to independent producers throughout the world," said Souvaine. Films to be released soon include "Lovers of Verona," "From Little Acorns," and "Alice in Wonderland."

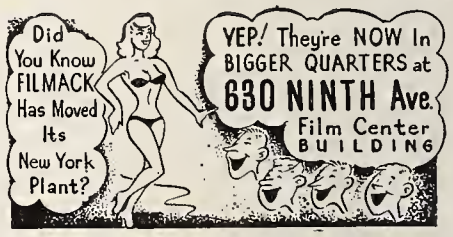
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Janet Leigh, new darling of the fans!



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TRADE SHOWS, JUNE 28th. The fans registered a rousing reception at audience Previews, East and West. The enchanted voice and the "*Bride-of-the-headlines*" Janet Leigh! It's a sure-fire audience hit!

In M-G-M's recent announcement you saw such great hits as: "GREAT CARUSO" (*Tech.*) • "GO FOR BROKE!" • "SHOW BOAT" (*Tech.*) • "EXCUSE MY DUST" (*Tech.*) • "RICH, YOUNG AND PRETTY" (*Tech.*) • "THE LAW AND THE LADY" "AN AMERICAN IN PARIS" (*Tech.—Fall release*) and others.

AND NOW TWO MORE BIG ONES!

2 MORE BIG ONES!



RELEASE AUG. 10th

ALL THIS AND TRACY, TOO!

Yes, a BIG Spencer Tracy drama has been added to M-G-M's Box-office Summer Parade. It's socko!

"THE PEOPLE AGAINST O'HARA"

Tracy against the forces that prey on youth! A thrilling picture from a great novel with a fine co-starring cast, including Pat O'Brien, Diana Lynn and John Hodiak. Filmed in actual New York locations.

Para. Studio

(Continued from page 1)

visor of production, who arrived Monday from the Coast for the talks. Y. Frank Freeman, production vice-president and Hartman's immediate superior, is due to arrive today or tomorrow for the meetings.

Seek $200,000 Cut

By applying the new techniques while avoiding such steps as salary-cutting and lessening of quality the company hopes to pare $200,000 from the $1,200,000 picture budget average it now sustains, Hartman said. Moreover, present plans call for the establishment of a production unit dedicated to turning out pictures with budgets of between $500,000 and $600,000 that will stress out-of-the-ordinary stories and bring to the fore as much superior creative talent as can be obtained.

Certain to be a casualty in the planning is the so-called "middle picture" whose cost is high but whose "names" carry no particular attraction, Hartman revealed.

Thus, he explained, while Paramount will continue to turn out some 30-odd pictures per year, the output in the future will consist of low-budget and high-budget product exclusively.

Cost Saving Devices

Meanwhile, as efforts are exerted to utilize to the fullest extent new lighting and sound developments that hold promise of cost-saving and such additional innovations as rehearsals and full sequence shooting are universally applied at the studio, those who work on a picture will not be pressured into concerning themselves with cost-cutting, Hartman said. The adoption of the new techniques and the proper utilization of creative talent, he explained, should by themselves achieve the reductions sought.

UA Promotes Hughes

John Hughes has been named assistant contract manager of United Artists under Joseph Sugar, head of the contract and playdate department. Hughes has been a member of the U. A. sales department for more than 10 years.

Paramount to Enter Musical Film Field

Paramount, whose production of musicals has been negligible, is now bent on competing with M-G-M and 20th Century-Fox in that field, Don Hartman, Paramount's supervisor of production, who is visiting New York from the Coast, told reporters yesterday.

Musicals, said Hartman, "have proven themselves to have a firm hold on the world market." Paramount will turn out between three and five of that kind of picture yearly from now on, he said, explaining that in terms of overall production three to five musicals will be the proportional equivalent of the number produced by M-G-M and 20th-Fox individually.

All Paramount musicals will be in Technicolor, Hartman said. Three are in preparation at this time: "Swinging on a Star," "The Goddess" and "A Songwriter's Story." To Hartman there is a distinction between a musical in the accepted sense and the pictures Bing Crosby has been making. Therefore, he said, it is accurate to say that Paramount has not made a musical in recent years.

"Aaron Slick of Punkin' Crick," the company's first outright musical in many years, now is being slated for release, Hartman said.

20th-Fox Meet

(Continued from page 1)

man, woman and child in the nation fifteen times.

Outlining the campaign, Charles Einfeld, vice-president in charge of advertising, exploitation and promotion, said all mass circulation media, plus fan magazines, farm papers, religious publications and all newspaper supplements will be used in concert, from July through October, in addition to expanded advertising on local levels.

Additionally, Walter Talum, who plays Goliath in the picture, and Francis X. Bushman, who plays Saul, will tour the country in behalf of the picture, with Gregory Peck and Susan Hayward making personal appearances at key city openings.

Theatre TV

(Continued from page 1)

as an added attraction to the regular bill. The fight card's weakness should be considered when a valuation of theatre TV's drawing power is made, it is pointed out here.

With the exception of Shea's Fulton in Pittsburgh, where a special show with an admission price of $1.30 will be held, the theatres' scale will range from 65 cents to 98 cents. The aim is not to make money this time, but to see if the paying public will turn out to see a sporting event that is not on view on home television receivers.

To Obesrve Fight

Meanwhile, home office executives are leaving New York today for first-hand observation of the telecast tonight. Sol Schwartz, RKO Theatres president, will be in Washington to view the proceedings at the RKO Keith's there. He will be dinner host tonight at the Statler for Wayne Coy, Federal Communications Commission chairman, other governmental officials, theatre executives and RCA officials prior to the telecast.

Loew's Oscar Doob left here last night for Baltimore, where Loew's Century will carry the fight, but will go to Washington tonight to observe. John Murphy will be in Baltimore from the home office tonight, Eugene Picker will go to Albany and division manager Martin Burnett will go from Columbus to Pittsburgh to catch the event.

Fabian home office executives will lead a delegation to Albany and will be host at the Fabian Palace there for a number of New York newspapermen, including Alton Cook, *World-Telegram and Sun* film reviewer, and representatives of the Schine circuit, who will come from Gloversville, N.Y.

Mono. Board Leaves Trampe Post Vacant

HOLLYWOOD, June 12.—Norton V. Ritchey, president of Monogram-International, returns to New York tomorrow following his attendance at the regular Monogram board meeting today. Directors Herman Rifkin, Arthur Bromberg, William Hurlbut are due to leave Thursday. The board decided not to replace the late member Charles W. Trampe until the next meeting. Today's board meeting was confined to routine reports.

Wanger-AA

(Continued from page 1)

Stillman conducted the financing negotiations.

The Wanger unit will start operating immediately, with "Flat Top," to be made in color with U. S. Navy cooperation, to be the first for AA release. It is contemplated that all of the pictures will be made in color.

In addition to his AA productions, Wanger will make "The Lady In the Iron Mask" for 20th Century-Fox during the coming year.

Tax Change

(Continued from page 1)

admissions tax admission to certain benefit performances, non-profit operas, community-supported symphony orchestras, and similar events.

Stars Arrive for 'Ace' Premiere

ALBUQUERQUE, June 12. — Kirk Douglas and Jan Sterling, stars of Paramount's "Ace in the Hole," were given keys to the city when they arrived here tonight for the three-theatre premiere of the film on Thursday. Among others present for the premiere are William O'Donnell, Interstate circuit executive, George A. Smith, Paramount Western sales manager, Heywood Simmons, Dallas branch manager, Jerry Pickman, national director of advertising, publicity and exploitation, field man Robert Quinn and home office publicist Herb Steinberg.

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Tues., June 19, 2:30 P.M.

WASHINGTON—Film Center Sch. Rm.
932 New Jersey Avenue
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20th Pledges Simultaneous Run Relief

To Hold Exhibitor Field Conferences on Problem

LOS ANGELES, June 13.—The print shortage problem, with its inherent "tagging" costs, will be tackled head-on by 20th Century-Fox, it was indicated today, when Al Lichtman, director of distribution, announced at the company's sales convention here at National Theatres' headquarters that field representatives will hold conferences with exhibitors in all affected areas to work out ways and means of reducing the number of simultaneous runs.

Lichtman approached the matter obliquely in his announcement, emphasizing that field reports have indicated that the increasing number of simultaneous runs is having

(*Continued an page 6*)

Skouras Stands By Pay Reduction Plan

HOLLYWOOD, June 13.—Twentieth Century-Fox president Spyros P. Skouras today announced that his company's salary reduction plan for those earning more than $500 weekly still stands despite the opposition of the talent guilds.

His announcement came after the newly-elected Screen Directors Guild board at a meeting last night told its members to reject the proposal, lining

(*Continued on page 2*)

Rain Stalls Theatre TV Test; On Tonight

Rain postponed the Louis-Savold fight at the Polo Grounds until tonight and with it came a postponement of the six-city, nine-theatre exclusive telecast of the event. All of the participating theatres plan to show the fight tonight, under the arrangements previously announced.

If the weather should again force a postponement tonight, the fight may be taken indoors to Madison Square Garden tomorrow night, it was announced.

COMPO Jubilee Supported; Further Planning Asked

The general idea of the proposal by the Council of Motion Picture Organizations to stage a film jubilee campaign next fall to stimulate business was approved here yesterday by the distributors and advertising-publicity committees of the Motion Picture Association of America. In so doing, the committees concurred in a tentative decision already made by the presidents of the major companies.

The meeting decided however that the sales and advertising groups should hold separate meetings immediately and give further consideration to the scope and details of the campaign. Barrett McCormick, chairman of the advertising committee, and Ben Kalmenson, head of the distribution committee, are expected to call meetings of their groups in the next few days.

No decision was made at yesterday's

(*Continued on page 6*)

MacMillen to Coast On Souvaine Deals

Although he will continue to be concerned primarily with his duties as president of Pathe Industries, William C. MacMillen, Jr. in his capacity as chairman of the board of Souvaine Selective Pictures Co. will take an active part in the affairs of the latter company, he indicated yesterday.

In this connection, he is scheduled to confer in Hollywood shortly with independent producers with a view to

(*Continued an page 2*)

'Alice' TV Buildup Effective: Disney

Television was called a "very effective" promotional medium by Walt Disney, whose forthcoming "Alice in Wonderland" has had the biggest prerelease buildup on video yet accorded a Hollywood production.

Disney, here en route to England

(*Continued on page 2*)

Anti-trust Chief To Make Study of Coast Conditions

WASHINGTON, June 13.—Assistant Attorney General H. Graham Morison said his present plans are to look personally into the Los Angeles film situation.

Southern California Theatre Owners Assn. had announced that Morison had promised to send someone to the Coast to study the situation. And it has been assumed that the anti-trust chief would send one of his underlings. But Morison said today that he must shortly make a trip to the Coast anyhow to study the operations of the Los Angeles field office, and that he now planned to make the motion picture study himself while there.

Percentage Actions In Utah Settled

All pending percentage litigation of distributors in the Federal Court in Utah has been terminated, either by settlement or entry of judgments for the various distributors. Sargoy & Stein, attorneys, announced.

Involved were eight actions brought against the estate of the late Claude

(*Continued on page 6*)

Trathen Again Heads Utah, S. Idaho ITO

SALT LAKE CITY, June 13.—Ralph Trathen of Salt Lake was reelected chairman of the Independent Theatre Owners of Utah and Southern Idaho at the unit's annual meeting here today.

Other officers elected were: Jay

(*Continued on page 2*)

THOUSANDS of exhibitors gathered in key cities throughout the country Tuesday and yesterday to attend Warner Brothers' "Look Forward—Go Forward" screenings of new product. Additional hundreds saw the pictures in New York on May 31 and June 1. Trade-shown as a unit and scheduled for release during the next few months, the four pictures—"Jim Thorpe—All American," "A Streetcar Named Desire," "Strangers on A Train" and "Captain Horatio Hornblower"—are all reviewed in this issue of MOTION PICTURE DAILY. *Reviews appear on page 3.*

Hughes Ends MPAA Code Seal Action

Withdraws $7,500,000 Suit Based on 'Outlaw'

HOLLYWOOD, June 13.—Howard Hughes has withdrawn his five-year-old $7,500,000 anti-trust suit against the Motion Picture Association of America. Stipulations ending the action were entered in Federal District court in New York recently.

The action was brought in April, 1946, when the MPAA cited Hughes for expulsion from membership on the ground that the exploitation of his then four-year-old production, "The Outlaw," violated the Association's Advertising Code.

Originally calling for $5,000,000 triple-damages, the Hughes' complaint was amended in March, 1948, with a stipulation that damages had increased to $7,500,000 since the Production

(*Continued on page 6*)

Committee Passes Raw Stock Tax Cut

WASHINGTON, June 13.—The House Ways and Means committee today made final its decision to exempt from Federal excise tax raw stock and other films and photographic equipment used in the motion picture industry.

At the same time, the committee also gave final approval to its decision to increase the rate on film still subject to the tax from 15 per cent to

(*Continued on page 6*)

Johnston May Defer Decision to Return

Despite earlier indications that Eric Johnston would decide late this month on a date for terminating his work as Economic Stabilization Administrator and return to the Motion Picture Association of America, it is regarded as likely now that he will defer making the decision until late summer or early fall, it was learned yesterday.

His leave of absence from MPAA is for nine months, to the end of October, but could be extended.

Personal Mention

WILLIAM M. PIZOR, Lippert Production vice-president, has returned here from the Coast.

•

MARC J. WOLF, international president of Variety Clubs, and COL. WILLIAM MCCRAW, executive director, are due to be present tonight for the official kick-off of the Baltimore Tent "Child in Need," fund. WOLF will arrive from Indianapolis and COL. MCCRAW from Dallas.

•

MURIEL SMITH, secretary to AL TAMARIN, United Artists publicity manager, will be married in Queens at her home Saturday to NORMAN JACOBS.

•

LEON LEONIDOFF, musical director of the Radio City Music Hall, and his wife will arrive here from Europe today aboard the S.S. *Liberte*.

•

JOHN G. MCCARTHY, chief of the Motion Picture Association of America's foreign department, will celebrate a birthday on Saturday.

•

JOSEPH HAZEN, associate with HAL WALLIS in Hal Wallis Productions, has arrived on the Coast from New York.

•

M. N. WOLF, of M-G-M's field exhibitor relations staff, will speak today at the Lion's Club, Newburg, N. Y.

•

DIMITRI TIOMKIN, film composer, is due here today from Hollywood for a three-week visit.

•

NOEL MEADOW, publicist, has returned here from Washington and Philadelphia.

Prenosil Heads Unit Of Freedom Crusade

Stanley W. Prenosil, former assistant executive director of Theatre Owners of America, has joined the Crusade for Freedom organization which, under the chairmanship of Gen. Lucius D. Clay, is engaged in financing the distribution of radio sets to Europeans as a means of combatting Soviet propaganda efforts. Prenosil will direct the Crusade campaign in the motion picture industry and among banks on the national level.

Skouras Stand

(*Continued from page* 1)

up with the Screen Writers Guild and the Screen Producers Guild.

Although the guilds' advice to members do not constitute a binding instruction, and although the guilds have not gone to the company management directly on the matter, industry circles believe the effect of the guilds' action will be to virtually nullify the effect of the salary reduction plan so far as talent is concerned. Studio executives, of course, are not affected by the action of the guilds.

'U's' Three-month Gross: $15,777,506

Washington, June 13.—Universal Pictures and its subsidiaries today reported to the Securities and Exchange Commission total world-wide consolidated gross sales of $15,777,506 for the quarter ending April 28, 1951.

Gross sales reported by Universal for the quarter ending Jan. 27, 1951 totaled $12,723,150, making a total of $28,500,656 for the first half of the company's current fiscal year.

Rogers to Produce Video Film Series

Roy Rogers will make his debut in television production next month when he and Dale Evans will start six half-hour films, it was announced here yesterday at a Hotel Warwick luncheon given for the various Rogers' licensees. He expects to complete more than 30 by the end of the year.

Rogers, whose contract with Republic expired May 27, is now working on a free-lance basis. His next production assignment will start at Paramount Aug. 1 in a Technicolor film with Bob Hope and Jane Russell.

'Alice' TV Buildup

(*Continued from page* 1)

where he is filming "Robin Hood," will make a personal appearance tonight on James Melton's video show and a 10-minute short dealing with the production of "Alice" will be shown. The picture's biggest break on TV was last Christmas when Coca-Cola put on an hour-long filmed show built around the picture.

Except to say it seemed "very busy," Disney professed ignorance about the activities of Hurrell Productions, a Disney subsidiary set up to produce films for television. He said it was a straight commercial proposition in which the studio facilities were used. Disney was also reticent about selling old product to television, but pointed out that his shorts are regularly re-issued and bring in more than television could offer.

Disney said "Robin Hood," a "live" feature, should be ready for release early in 1952. He is working on "Peter Pan" as his next cartoon feature.

"Alice," released by RKO Pictures, will have its world premiere in London on July 26 and will make its U.S. bow early in August at the Criterion here. Disney declined comment on reports that the Criterion had obtained the film by paying a $100,000 advance, and that the Mayfair, its competitor, would book in Lou Bunin's British-made version of the classic children's story.

Harry Brandt yesterday confirmed reports that he is negotiating with Souvaine Selective to show Lou Bunin's "Alice in Wonderland" but said that no deal had been signed and that consequently no date had yet been set.

NEWS in Brief . . .

CHICAGO, June 13.—The campaign launched by Jack Kirsch, president of Illinois Allied, for repeal of the three per cent city amusement tax is making some headway. In a letter to local exhibitors, Kirsch today revealed that his request for appeal made to Mayor Kennelly last week has been referred by the mayor to the finance committee of the City Council for study and consideration. Kirsch goes on in his letter to urge exhibitors to impress upon their aldermen the vital necessity to the film industry for repeal of the tax.

•

Washington, June 13.—The Senate Interstate Commerce Committee today recommended favorably President Truman's nomination of Wayne Coy for reappointment to a seven-year term on the Federal Communications Commission. The vote was unanimous, indicating prompt confirmation by the full Senate.

•

"He Ran All the Way," United Artists release starring John Garfield and Shelley Winters, has been selected by *Argosy*, as "picture of the month" for June.

MacMillen to Coast

(*Continued from page* 1)

closing deals for Souvaine's release of their product, MacMillen said.

Due to leave here June 19 for the Coast, MacMillen said he will also confer there with two television concerns that have expressed interest in purchasing the Eagle Lion Studio. He declined to identify the concerns.

Asked if there was any truth to rumors that Pathe Industries' $15,000,000 anti-trust suit against RKO Theatres and Loew's may be settled out of court, MacMillen said there was not, and added: "You can quote me as saying categorically that we intend to prosecute the action to the fullest extent." The action was brought when Pathe owned Eagle Lion Classics, the charge being that the defendants conspired to exclude independently-made product from the New York market.

When asked if Robert R. Young, Pathe Industries' principal stockholder ,has in effect taken an interest in Souvaine in consequence of MacMillen's appointment as board chairman, MacMillen replied in the negative. He added, however, that it was possible he would later on. Pathe will process all Souvaine's product at its laboratories here.

Utah, Idaho ITO

(*Continued from page* 1)

Christensen, treasurer; Art Jolley, Utah trustee; and Hilmer George, Idaho trustee. Trathen, Gillette, Harry Gordon of Boise, Christensen, Jolley and George were named directors. The firm of Cooper & Crowe was retained as "executive secretary" with the expectations that they will work out a public relations program for independent exhibitors.

Pinanski Sounds Call For Exhibitor Unity

Boston, June 13.—A plea for "absolute unity and cooperation" in exhibitor ranks was sounded today by Samuel Pinanski, president of Theatre Owners of America, who warned that such unity is mandatory for what he called "the transitory period" of the industry today.

He added, "Happily for us, there appears on the horizon a measure of top quality product which gives promise to a healthier box-office and a brighter future for the industry. This product is entitled to and must receive the 100 per cent backing of every theatre operator."

Drop Samuelson from Nat'l. Allied Board

PHILADELPHIA, June 13. — Questioned today about the suspension of Eastern Pennsylvania Allied from the national Allied for non-payment of dues, Sidney Samuelson, president and general manager of the regional unit, had "no comment to make" pending a meeting of the Eastern Pennsylvania Allied board. Meanwhile, it has been established that suspension of the unit means also that Samuelson has been dropped from the Allied States board.

No date has been set for a meeting of the local organization's board. Samuelson, a past president of national Allied, has been with the organization since its inception.

Eady Plan Discussed At MPEA Meet Here

The Eady plan for underwriting British film production with revenue from increased admission taxes in that country was discussed at a meeting here yesterday of the Motion Picture Export Association. Attended by the film companies' foreign managers, the meeting was presided over by John G. McCarthy, MPEA vice-president.

"It was just discussion—no decisions and no conclusions resulted," a MPEA spokesman said following the meeting. It has been reported that the companies may use their further participation in the Plan as a bargaining factor in the coming negotiations of a new remittance agreement with Britain.

More Films Is the Answer: N. J. Allied

Following a regular membership meeting here, Allied Theatre Owners of New Jersey yesterday took the position that the industry would stand to recover from its present dip in box-office receipts if the distributors would "get off the shelf" the product they have in reserve.

Wilbur Snaper, New Jersey Allied president, said the organization's members are in agreement that one cause of present conditions is that there are not enough pictures in circulation.

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Motion Picture Daily Feature Reviews

"Jim Thorpe—All American"

(Warner Bros.)

THE rise and fall (and the inferential rejuvenation) of one of America's all-time great athletes is recounted in down-to-earth dramatic terms in this fine film biography of Jim Thorpe of the Carlisle Indians.

Beginning with Thorpe's boyhood on an Oklahoma Indian reservation, the Everett Freeman production establishes early the boy's love of outdoor play and dislike of disciplined routine, as exemplified by the school room, as traits which ultimately contribute to his undoing. As played by Burt Lancaster, it was the things Thorpe liked, the things which came easy to him, that gained and held his interest and in which he excelled. Others eluded him.

He went to the Indian college not so much in pursuit of an education as to make good a promise to his father. His introduction to athletics was less a desire to compete than boyish exuberance and to win the approval of Phyllis Thaxter, as a student with whom he fell in love. Ultimately his ambition centered on becoming an athletic coach. When his first opportunity to realize it was lost to a rival, he was bitter, attributing his failure to the fact that he was an Indian.

Subsequently, when all the honors he had won at the Stockholm Olympic Games had been taken from him by the Amateur Athletic association following the discovery that he had played baseball during a vacation period for pay, he became a "pro" in earnest, playing with the just beginning professional football teams and in major league baseball.

Married to Miss Thaxter, he devotes much of his time to training their son to become an athlete. When the boy is taken sick and dies, Lancaster takes to drink and both his marriage and professional career are ruined. Always in the background is Charles Bickford as "Pop" Warner, coach of the Carlisle Indians, whose standing offer of a job as his assistant is spurned by Lancaster out of false pride. As Warner's guest at the 1932 Olympics in Los Angeles, however, he regains his perspective and begins the work of guiding underprivileged children.

The performances are excellent throughout and the direction by Michael Curtiz brings out some finely etched characterizations and gives dramatic cohesion and sustained interest to the many-faceted story of Jim Thorpe. Shots of Olympic Games, intercollegiate track meets, football and baseball games add a background flavor that will be relished by sports enthusiasts, old and young. It is an excellent attraction for family groups.

Douglas Morrow and Everett Freeman did the screen play, with additional dialogue by Frank Davis, from a screen story by Douglas Morrow and Vincent X. Flaherty, based on the biography by Russell J. Birdwell, in collaboration with Thorpe. The latter acted as technical advisor for the production. Fine supporting contributions are made by Jimmy Moss as the Thorpe's son; Nestor Paiva, as Thorpe's father; Steve Cochran, as captain of the Carlisle Indians' football team; Jack Big Head, Suni Warcloud and Al Mejia, as classmates of Thorpe's.

Running time, 107 minutes. General classification. Release date, Sept. 1.

SHERWIN KANE

"A Streetcar Named Desire"

(Charles K. Feldman—Warner Bros.)

THE Tennessee Williams' play which a few seasons ago won the Pulitzer Prize for drama and the New York Drama Critics' award has been produced for the screen by Charles K. Feldman, retaining all of the strong dramatic elements of the original. It is a gripping but not a pretty story, depending for most of its impact on the placement of Marlon Brando's animalistic Stanley Kowalski in close confines with the refined but neurotic Blanche Dubois of Vivien Leigh.

It is expertly directed by Elia Kazan and adapted by Oscar Saul from a Tennessee Williams' screen play based on the original. In such hands the story is presented for the screen with scarcely noticeable dilution from the form in which it appeared on the Broadway stage in its two-year run. The more sordid details have been glossed over in deference to the wider audience of the motion picture but the basic drama of the disintegration of a sensitive woman under emotional stress and in depressing surroundings remains.

Miss Leigh, as the daughter of decadent Southern aristocrats reduced to poverty, is dismissed as a small town school teacher when her romantic promiscuity becomes public scandal. Her disturbed emotional state stems not only from the insecurity of the devastated family fortunes but also from an early romance and marriage which ended in the suicide of her youthful husband.

She takes up residence in a dingy, basement apartment in the French Quarter of New Orleans, the home of her sister, played by Kim Hunter, and the latter's husband, played by Brando. Miss Leigh's disdain for the uncouth Brando leads to antagonism between the two. When she essays a romance with Karl Malden, as a friend of Brando's, the latter confronts her with her unsavory past, which he has discovered, and informs Malden of her home town reputation. The latter denounces her and ends their romance.

Brando returns from the maternity hospital where he has taken his wife for delivery and attacks his sister-in-law on his return to the apartment. Her mind gives way and arrangements are made to place her in a mental institution. Before she is taken away she tells her sister of her experience and the latter, taking her child with her, leaves her husband.

Kazan's direction creates and maintains the atmosphere of brooding tragedy so essential to the story. The splendid characterizations of the principals are well aided by the supporting cast, particularly Rudy Bond and Nick Dennis, as friends of Brando's; Peg Hillias, as a neighbor; Richard Garrick and Ann Dere, as doctor and matron, and Wright King, as a newsdealer's collector.

Running time, 125 minutes. Adult audience classification. Release, in September.

S. K.

"Strangers on a Train"

(Warner Bros.)

ALFRED HITCHCOCK is back, and his well-known stride is with him. "Strangers on a Train" is the best picture he's made in some time.

"Hitch's" propensity for dangling tantalizing suspense and introducing surprise switches is on full-scale display in this ingenious story of a pyschopathic killer who almost gets away with murder, but never quite. It is to the director's credit that he takes a fantastic piece of fiction and so develops it that it becomes logical and believable, and constantly exciting.

The strangers who meet on a Washington-to-New York train are Farley Granger, tennis player, and Robert Walker. It appears Walker knows a great deal about Granger—how he intends marrying Ruth Roman, daughter of Leo G. Carroll, a United States senator, provided Granger's faithless wife, Laura Elliott, goes through with an agreed-upon divorce.

Walker insidiously suggests a murder pact whereby he would eliminate Miss Elliott if Granger will return the courtesy applied to Walker's father. The fine point, as Walker sees it, is that neither potential killer could fall under suspicion for bumping off a person with whom he has no connection. The diabolics of his neat scheme are centered around the outcome: Granger can proceed with his marriage to Miss Roman; Walker no longer will be hampered by a father who is determined to put an end to a son's unnatural bent for such peculiar thrills like blowing up the White House. Granger thinks Walker is kidding, then tries to avoid him without success.

Miss Elliott renegs on the divorce plan, thereby placing Granger in a rage and a predicament. Walker, who pretty quickly becomes Granger's stalking nemesis, accelerates the situation by strangling Miss Elliott and thereafter hounds Granger to proceed with his end of a bargain which had been sealed only in Walker's twisted mind. Meanwhile, Granger who is a pretty careless bird throughout the story, eventually finds himself in a spot because Walker has his lighter and intends planting it at the scene of the crime when Granger refuses to complete the two-way murder cycle.

The film rushes to an exciting climax in an amusement park where a tingling fight engages the two on a carousel running wild. Walker, mortally injured, refuses to clear Granger who is saved when the incriminating lighter shows up in the dying man's unclenched hand.

Hitchcock's knowing direction extracts exciting values from the situations at hand and is clearly reflected in the calibre of the performances. Walker is, perhaps, at an all-time best in a sadistic and savage role and, in many respects, stands out and away from the others in the cast. All the principals are good, with a special nod to Patricia Hitchcock.

"Strangers on a Train" is based on a novel by Patricia Highsmith, adapted by Whitfield Cook and a screenplay by Raymond Chandler, who knows a thing or two himself about suspense, and Czenzi Ormonde.

Running time, 101 minutes. General audience classification. Release date, June 30, 1951.

RED KANN

"Captain Horatio Hornblower"

(Warner Bros.)

A COSTUME piece dealing with the invincible exploits of the English Navy during the Napoleonic Wars illustrated by the dauntless Gregory Peck who plays the title role.

Warner produced this Technicolor sea story in Britain with the aid of frigates, bellowing sail, salty atmosphere and heroics strictly from the story book. The combination results in entertainment which spells movies and escapism from bow to stern and clear up to the top of the mizzenmast.

The opening finds a saturnine and stickler-for-duty Peck in command of an English ship proceeding under secret orders up the west coast of South America. Food is short, water is shorter and tempers shortest of all. Eventually, Peck completes his mission by delivering the implements of war designed to seal a pact between a local rebel who has broken away from Spain to join England in an alliance designed to drive the Spaniards out of Central America.

It develops shortly thereafter that Spain has thrown in lots with England which puts Peck on a spot with a captured Spanish ship-of-the-line already turned over to Mango. But in a running fight, he sinks it. Shortly thereafter he finds Virginia Mayo, sister of the Duke of Wellington, is to be a passenger on the return trip to England. It's a long voyage home and much happens including—of course—love on the high seas. But Peck is married and Miss Mayo is pledged to a disagreeable admiral.

Once home, the war continues. Peck continues to make his own judgments which always work out and put him in a position of practically winning the sea war against Napoleon single-handed. Miss Mayo's husband is killed in action and the eventual path leading to Peck's side cleared.

There is more incident than a boil-down can accommodate, but these are the highlights of a long and rambling tale of the derring-do, the gallantry and the nobility which are among the standard ingredients of the romantic novel with an historical base, such as this one by C. S. Forester.

The attraction is overlength and anti-climactic. Yet, it is a big-scale, splashy show with important production and star values which the exhibitor will recognize along with his public.

The author of the novel prepared the adaptation from which Ivan Goff, Ben Roberts and Aeneas MacKenzie wrote the screenplay. Raoul Walsh directed along the lines indicated by the material. Guy Green, responsible for the photography, manages his end expertly and effectively.

Running time, 117 minutes. General audience classification. Release date, August 11, 1951.

R.K.

Jim Thorpe --ALL AMERICAN



STARRING
BURT LANCASTER

AND CHARLES BICKFORD
STEVE COCHRAN
PHYLLIS THAXTER

DIRECTED BY MICHAEL CURTIZ · PRODUCED BY EVERETT FREEMAN

Screen Play by Douglas Morrow and Everett Freeman • Jim Thorpe, Technical Advisor

Music by Max Steiner



THE PULITZER PRIZE AND CRITICS AWARD PLAY

A Streetcar Named Desire

AN ELIA KAZAN PRODUCTION

PRODUCED BY CHARLES K. FELDMAN

STARRING VIVIEN LEIGH · MARLON BRANDO

DIRECTED BY ELIA KAZAN

DISTRIBUTED BY WARNER BROS. PICTURES

Screen Play by TENNESSEE WILLIAMS

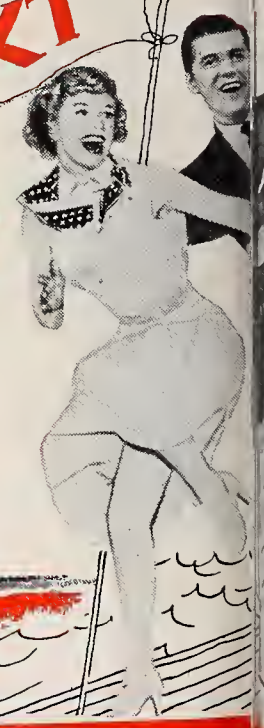
Based upon the Original Play "A Streetcar Named Desire," by TENNESSEE WILLIAMS As Presented on the Stage by Irene Mayer Selznick

NEXT

"On Moonlight Bay"

The lovin'est musical in many a moon!





LOOK FORWARD! GO FORW

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ALFRED HITCHCOCK'S

Strangers on a Train

STARRING

FARLEY GRANGER RUTH ROMAN ROBERT WALKER

WITH LEO G. CARROLL • Screen Play by Raymond Chandler and Czenzi Ormonde

GREGORY PECK VIRGINIA MAYO

Captain Horatio Hornblower



COLOR BY Technicolor

DIRECTED BY RAOUL WALSH Screen Play by Ivan Goff & Ben Roberts and Aeneas MacKenzie
From the Novel by C. S. Forester

COLOR BY TECHNICOLOR

STARRING

DORIS DAY AND GORDON MacRAE

WITH JACK SMITH SCREEN PLAY BY JACK ROSE and MELVILLE SHAVELSON DIRECTED BY ROY Del RUTH

PRODUCED BY WILLIAM JACOBS Musical Direction Ray Heindorf • Musical Numbers Staged & Directed by LeRoy Prinz





ARD! WITH WARNER BROS!

20th Meet

(Continued from page 1)

the effect of spreading revenues too thin and is reducing the public's range of selectivity too drastically for box-office welfare.

He said, "If patrons feel they are not getting an opportunity to see good motion pictures at their convenience, we should make every effort to correct this situation." The reference was to the fact of steady complaints by theatregoers, particularly in the Los Angeles area where simultaneous runs are at an all-time peak, and where the choice of attractions is hopelessly limited when the same picture is playing in six or more houses at the same time.

'David' Bows

Lichtman announced that "David and Bathsheba," a Darryl F. Zanuck production, will be premiered in eight key cities, with a special exploitation crew assigned to each in order to capitalize on the $1,250,000 promotional campaign set up by Charles Einfeld, vice-president in charge of advertising, publicity and promotion. The general release will follow when it is established that the publicity generated by key city openings has attained a maximum national penetration.

Einfeld devoted the convention's morning session to outlining the advertising campaign for "Decision Before Dawn," which will be premiered in Los Angeles about Labor Day.

Zanuck, production vice-president, will address the convention tomorrow.

Review

"No Questions Asked"

(Metro-Goldwyn-Mayer)

THE FAMILIAR melodramatic ingredients have been given a clever blending in "No Questions Asked," making it superior to its modest production values. Credit probably goes to director Harold F. Kress who has kept the action fluid and suspense mounting cumulatively. The film should keep the customers satisfied, especially in neighborhood situations.

Barry Sullivan plays the lead as an ambitious young man determined to go to lengths to make his income bountiful enough to give his prospective bride, Arlene Dahl, the things she would like to have. In time he graduates from his modest job with an insurance company into a well-paid underworld go-between who recovers stolen loot. Since Sullivan's activities are actually legal, police inspector George Murphy is given quite a run around, especially after an epidemic of robberies occurs.

Scriptwriter Sidney Sheldon has Sullivan earning a fortune but it all proves futile in the end. Not only is his girl a worthless schemer, but he himself becomes the prey of both the underworld and the police.

In the course of Sullivan's adventures he is thrown into contact with an assortment of characters who provide some effective vignettes. The climax sees Sullivan about to be eliminated by the underworld when the police make their in-the-nick-of-time entrance. Jean Hagen appears intermittently as the girl who really loves and waits for Sullivan. Nicholas Nayfack produced.

Running time, 81 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

NPA Grants Eight Appeals, Denies 14

WASHINGTON, June 13.—The National Production Authority today granted eight theatre construction appeals and denied 14 others. Of the 22 cases acted on 16 involved drive-ins. Applications for four new drive-ins and one remodeling were granted, while 11 drive-in applications were turned down.

Also approved was a $174,000 boys' club proposed by the Variety Boys' Club of Houston.

Percentage Actions

(Continued from page 1)

C. Hawk and the Claude Hawk Corp. settled by paying in full the amount claimed by the distributor plaintiffs and by the entry of judgments aggregating $10,629 against the Hawk estate and the percentage actions brought by seven distributors against Samuel L. Gillette and Associated Amusement Co.; settled, by payment of claims for the six-year period prior to the commencement of the actions.

Study Jubilee

(Continued from page 1)

meeting with regard to a budget for the jubilee, but it was understood that tentative plans call for financing on the national level by the producers and distributors, while exhibitors would meet local costs.

The decision to continue study was arrived at after Ned E. Depinet, president of COMPO, and Arthur L. Mayer, executive vice president, had presented a plan for the jubilee.

Those attending the meeting were Depinet, McCormick, Walter Branson, Leon Bamberger, Henderson Richey, William F. Rodgers, Charles M. Reagan, Howard Dietz, Silas F. Seadler, Nate Spingold, Art Schmidt, Abe Montague, Mort Blumenstock, Bernard Goodman, Ben Kalmenson, John J. O'Connor, Al Daff, David Lipton, Herbert Yates, Jr., Max Goldstein, William Heineman, Austin Keough, Ted O'Shea, Sid Blumenstock, Robert Rubin, Arthur L. Mayer, Robert W. Coyne, Charles E. McCarthy and Al Corwin.

'Outpost' Opens June 21

"The Last Outpost," a Paramount release, will open at the Palace Theatre here June 21.

Hughes Suit

(Continued from page 1)

Code Seal had been withdrawn from the picture nearly a year before.

When the suit was filed in New York in 1946, Hughes also sent his resignation to the Association. A few days later a scheduled MPAA board meeting to consider the expulsion of Hughes was cancelled and adjourned to U. S. District Court where Judge Vincent L. Leibell granted a temporary injunction to the producer restraining the Association from interfering with the distribution of prints or advertising accessories, pending a new hearing.

In answering Hughes' charges, the MPAA issued a general denial and contended that inasmuch as Hughes was a member of the MPAA when "The Outlaw" was advertised, and sworn to uphold its codes and regulations, Hughes was barred from filing suit. Hughes was charged by the MPAA with six violations of the code with respect to "The Outlaw" promotions, the fundamental charge being that indecency marked the advertising.

Hughes' action charged restraint of trade, alleging that affiliated theatres would not book his picture without a Production Code Seal. The MPAA denied the allegation. Hughes subsequently agreed to deletions in "The Outlaw" and also to revision of his advertising material for the picture, whereupon the MPAA reinstated its code seal and approved the new advertising submitted to it.

In the meantime, the picture had been played by several affiliated theatres, although it is said to have attained its largest number of bookings after the code seal was issued. Despite the issuance of the seal, Hughes maintained the suit on the New York court docket until a few days ago. RKO continued its membership in MPAA after Hughes acquired control of the company from Atlas Corp.

Raw Stock Tax

(Continued from page 1)

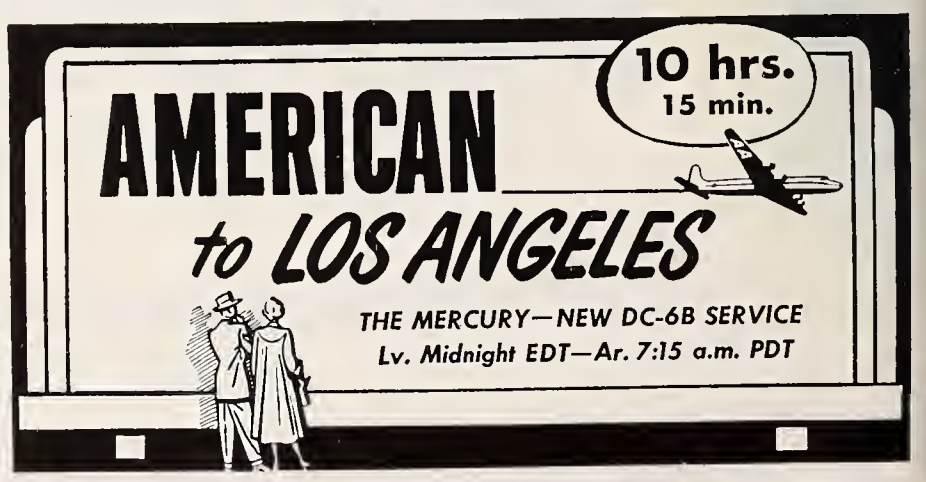
20 per cent and to cut the rate on equipment from 25 per cent to 20 per cent.

The tax exemption would apply to any film or equipment which figures as a business cost item. This would cover practically all studio and other industry uses. It means an annual revenue loss to the treasury of about $23,000,000.

DeNeve Buys Drive-in

NEW ORLEANS, June 12.—Paramount Gulf Theatres, Inc., has sold its drive-in theatre, in Jackson, Miss., to James DeNeve.





FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 116 NEW YORK, U.S.A., FRIDAY, JUNE 15, 1951 TEN CENTS

TVA Contests SAG Control In the East

Enters NLRB Election Scheduled for Sept. 15

Television Authority will challenge the entire motion picture jurisdiction of Screen Actors Guild in a National Labor Relations Board representation election for actors and extra players employed by 10 New York film producers, it was reported yesterday. The election will take place by mail between Sept. 15 and Oct. 15.

SAG has had contracts with the 10, which includes March of Time, Pathescope, Audio Productions, Transfilm and Sound Masters, since 1937, but George Heller, TVA head, has indicated to the NLRB that his union will go on the ballot and seek to take from SAG responsibility for the film field insofar as the 10 studios are concerned.

According to SAG, the major portions of the motion picture output of the companies is for uses other than in television. SAG's position is that "film is indivisible" and that the same union which bargains with employers for players in theatrical films also should bargain for the same performers in television films. The NLRB recently

(*Continued on page 4*)

'Caruso' Gross Now Tops $3,000,000

As M-G-M's "The Great Caruso" continued its extended run at Radio City Music Hall here, where the fifth week gross of $141,000 topped the fourth week, the picture is estimated to have grossed more than $3,000,000 in its 160 engagements throughout the country. In 73 hold-over situations the total second week gross is reported to have exceeded the first stanza take by a comfortable margin.

Currently, the picture is in its sixth

(*Continued on page 2*)

Seek to Avoid RKO Cashiers' Walkout

Commissioner L. A. Stone of the Federal Mediation and Conciliation Service will meet here Monday with representatives of IATSE and RKO Theatres to attempt to work out a settlement of the wage dispute which has threatened to climax June 20 in a strike by the 80 box office cashiers

(*Continued on page 4*)

Air Force Studies Hollywood Facilities For Making $3,000,000 of Training Films

Hollywood, June 14.—The U.S. Air Force Pictorial Service will decide in late July whether to buy or build a Hollywood studio to handle the production of $3,000,000 worth of training films, or to rely on facilities commercially available, Col. Brook Allen, here to confer with industry figures in meetings arranged by the Motion Picture Industry Council as a branch of the Council of Motion Picture Organizations, told the press today in clarifying an accumulation of rumors.

Col. Allen confirmed that AFPS has inspected four principal rental studios on the invitations of their owners but he said that did not indicate any intention in acquire its own plant. Upwards of 50 training films already are in production on straight commercial contracts, Col. Allen said, and the whole program may be handled in this manner if a continuing survey shows that policy to be preferable.

Although no major studios are making training films at present, Col. Allen said all have promised cooperation and doubtless will be included in the over-all project.

IBC Shifts Fight Indoors, On Theatre Screens Tonight

Rain again postponed the Louis-Savold fight but the nine theatres scheduled to participate in an exclusive theatre telecast of the event should have it on their screens tonight as the bout is being moved indoors to Madison Square Garden from the open-air Polo Grounds.

While the move may not have an appreciable effect on the test at the out-of-town theatres, the shift indoors may have an important bearing on the results here. The International Boxing Club, the fight's promoter, is as interested on the effect of a home television blackout on the local attendance as it is in measuring the potential theatre TV box-office.

The IBC had 20,000 unreserved tickets on sale for the Polo Grounds and, with a low price of $2.50, hoped to tap the audience which normally would have stayed home or visited a

(*Continued on page 4*)

New 20th Co-op Ad Policy to Include All 1st-runs, Others

Los Angeles, June 14.—Twentieth Century-Fox will offer cooperative advertising to every first-run theatre in the United States, regardless of the size of the city or town, and to all first subsequent-run theatres in cases where exhibitors will get together in a joint effort, the company announced today after delegates to the sales convention here at National Theatres' headquarters voted unanimously for the innovation.

Cooperative advertising will be in addition to the exhibitor's regular

(*Continued on page 2*)

ZANUCK HITS 'ARTY' FILMS AS 'DRUG' ON BOX-OFFICE

Los Angeles, June 14.—Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, struck out at "static and arty" pictures as "drugs on the exhibition market," and proclaimed an "accent on movement" as the policy governing his studio's undertakings, in an address before the 20th-Fox convention this afternoon.

He said, "The American people will patronize motion pictures again when pictures start to move. We have the ammunition to make our own top or bottom at the box-office, depending on how we make our pictures and distribute them."

Zanuck asserted that the subject matter is more important than star names under today's conditions, and that he casts his pictures to get performance quality rather than personalities.

He pointed out that only in picture theatres, and in no other medium, can people see entertainment in color, scope, sweep and magnitude they demand for complete satisfaction in entertainment.

Myers Urges Arbitration Plan for All

Disputes Wright's Views On Runs and Damages

Taking his firmest stand to date in favor of arbitration of industry disputes, Abram F. Myers, board chairman and general counsel of Allied States, offers the opinion that nothing in the Supreme Court decree in the Paramount case, including the theatre-by-theatre selling provision, prohibits the arbitration of runs and clearances.

Myers' views, contained in a statement published in the current issue of *Motion Picture Herald*, conflict with those expressed by many distribution attorneys and by Robert L. Wright, former Assistant Attorney General, as set forth in a recent article in the *Arbitration Journal*, published by the American Arbitration Association.

Myers concedes that if distributors and Wright are correct in the view that the theatre-by-theatre sales provision of the decree prevents the arbitration of runs and clearances, then he, necessarily, is wrong.

However, he states: "I believe that a distributor acting alone and not in

(*Continued on page 4*)

UPT Options Go to 50 Key Employes

United Paramount Theatres has allocated among 50 key individuals in its personnel an aggregate of 90,000 stock option warrants in line with an announcement of last December that employes would participate in the option plan which gave 125,000 warrants to five top executives including Leonard H. Goldenson, president.

The names of the 50 are being kept secret by the company.

Of the 250,000 options set aside

(*Continued on page 4*)

Lightman Sees Room For Both TV & Films

Memphis, June 14.—"Television and movies will learn to live together just as radio and movies learned some years ago," M. A. Lightman, Sr., president of Malco Theatres, declared in an address before the Tennessee Theatre Owners Association's convention today at the Variety Club.

The one-day convention reelected

(*Continued on page 4*)

NEWS in Brief . . .

CHICAGO, June 14. — The second luncheon of Illinois Allied's publicity and promotion committee with the local press was held today. In attendance along with the committee were Jack Kirsch, unit president; film critics Sam Lesner of the *Daily News,* Ann Nangle (Mae Tinee) of the *Tribune,* and Elinor Keene (Doris Arden) of the *Sun-Times,* William Carroll of the *Herald-American,* and Charles Rehfeld of the *Daily News;* and publicist Ed Seguim of Balaban and Katz Theatres. General advertising, public relations, and other problems of the industry were discussed.

•

Stanley Kramer's "Cyrano de Bergerac" has been booked by United Artists into the RKO circuit. The picture, which recently finished roadshowing, will open July 4 at the RKO Albee in Brooklyn, with engagements in 32 RKO metropolitan houses and 20 of the circuit's theatres elsewhere to follow.

•

A double-page picture story spread of United Artists' "Fabiola," will appear in this week's local and national editions of the N. Y. *Sunday News.* The story, set by Charles Handel of UA's advertising-publicity-exploitation department, follows a similar full-page layout serviced to all subscribers of the Acme service.

•

The annual boat ride of the Warner Club will be held June 27 with employes and their guests sailing up the Hudson River to Bear Mountain aboard the S. S. *John A. Meseck.*

'Head Hunters' Scare 'Em Into Theatre

CHICAGO, June 14.—The successful opening here of "Jungle Head Hunters," at the Grand Tuesday midnight, promoted by a give-away of a "genuine shrunken human head," was credited to the out-of-the ordinary exploitation by RKO Pictures executives here. They said the premiere and the bow of "The Thing" here proves that exploitation pictures, properly backed up with well-thought-out campaigns, still will bring money at the box-office. Both had midnight premieres and horror-type campaigns.

MPA Ad Unit Meets Today on Jubilee

Members of the advertising-publicity committee of the Motion Picture Association of America will meet here today for further discussion and planning in connection with the proposed Compo film jubilee campaign. The group met jointly Wednesday with the MPAA distribution committee, and both decided to meet again separately to give further consideration to the scope and details of the campaign tentatively set for the fall.

The distribution group, headed by Ben Kalmenson, has yet to set a date for a meeting. The ad-publicity unit is headed by S. Barrett McCormick.

Personal Mention

CHARLES SMAKWITZ, Warner Theatres Albany zone manager, is in New York from Albany.

•

MAURICE BESSY, editor of France's *Cinemonde* and *Le Film Francaise,* who returned here from the Coast yesterday, will be honor guest at a dinner to be given today by JOHN G. MCCARTHY, B. BERNARD KREISLER and other MPAA officials. BESSY will depart for Paris tomorrow.

•

SAAL GOTTLIEB, newly-appointed M-G-M district manager for the Metropolitan New York territory, will arrive here Monday from Pittsburgh. RALPH PIELOW, formerly of the New York branch, will arrive in Pittsburgh from here to take over his duties as branch manager there.

•

JOE ANGUSANI, assistant advertising production manager at 20th Century-Fox, and MRS. ANGUSANI announce the birth of a baby boy, born at the Jewish Memorial Hospital here.

•

PETER F. PUGLIESE, of RKO Radio's legal department, was awarded a degree of Doctor of Juridical Science from New York University at the commencement exercises this week.

•

TAKEJIRO OHTANI, president of the Shochiku Film Co. of Japan, will leave here by plane for Tokyo tomorrow.

•

JOHN NATHAN, managing director of Continental Europe for Paramount, arrived here yesterday for an extended visit.

•

BILLY WILDER, Paramount writer-producer-director, left for the Coast from here last night.

•

NORMAN BECKETT, Loew's International manager for Germany, is here for conferences.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, returned here yesterday from Albany.

•

ROBERT L. LIPPERT, head of Lippert Productions, will enter the Cedars of Lebanon Hospital today for surgery.

JERRY PICKMAN, Paramount's national director of advertising, publicity, and exploitation, will return here today from a two-week trip to the Coast.

•

ARTHUR KERMAN, president of Governor Television Attractions, Inc., and the son of MOE KERMAN, president of Favorite Films, will be married to ANITA GOLDSTEIN on Sunday at Temple B'Nai Sholom, Rockville Center.

•

WALT DISNEY and his family, RAY BOLGER and his wife, GENERAL DAVID SARNOFF, accompanied by his family, and C. MCGIVERN, director of television for BBC, will sail today from here for Europe aboard the *S.S. Queen Mary.*

•

BERT SCHOONMAKER, owner of the World Theatre, Toledo, and the Lyric, in Delta, was host to all Cleveland branch managers and salesmen Wednesday at his summer resort in Park Lake, Michigan.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will attend the New Mexico Theatre Owners Association convention in Albuquerque next Tuesday and Wednesday.

•

EMANUEL KANDEL, vice-president of Bonded Film Storage, will be married to HARRIET BENDER on Sunday at the Boliver Hotel here.

•

RITA KIVETT of the *Motion Picture Herald* staff will be married to PHILIP KAYE on Sunday at the Hotel Gotham here.

•

GEORGE MANN, president of Mann's Theatre Service, San Francisco, has been appointed to the citizens' committee of the city's Maritime Museum.

•

DON HARTMAN, supervisor of production for Paramount, left here for the Coast last night.

•

ROBERT TAYLOR is due here from the Coast at the weekend en route to London.

Glasser, Schwartz to Produce Six Films

HOLLYWOOD, June 14. — Bernard Glasser and Jack Schwartz have announced the formation of a producing partnership to make six pictures here and in England under Key West Productions banner. First to go before the cameras will be "Dark Harbor," original by Sam Newman and Nat Touchuk.

Ohio House Bankrupt

CLEVELAND, June 14.—Lessees of the Esquire Theatre, downtown first run 714-seat theatre, have filed a voluntary petition in bankruptcy listing debts of $77,647 and assets of $55,000. Since Warners gave up the house Aug. 31, 1948, it has been operated by independent exhibitors under a 10 year lease.

Reports 50% Cut in Fire Hazard Figures

BOSTON, June 14.—A 50 per cent cut on the hazards of fires in projection booths is contained in the published statistics of the National Fire Protective Association, according to Irving Isaacs, chairman on Industry Improvement, who reported to the recent meeting of the Independent Exhibitors, Inc., which met at the University Club here for its final meeting of the summer.

Isaacs credited the work of his committee in "showing that these hazards have been grossly exaggerated for many years," in having the NFPA making its statistical change. Increasing use of acetate stock was cited as a prime factor in the change and one which promises eventual lower insurance rates for exhibitors, both here and elsewhere.

20th on Ads

(*Continued from page* 1)

advertising; which he will be required to maintain without reduction. The results obtained with cooperative advertising for "I'd Climb the Highest Mountain," "Follow The Sun" and "You're In The Navy Now" were credited for the company's decision.

A big schedule of trade paper advertising will be used to supply exhibitors with maximum information in preparation for enlarged campaigns, it was announced.

Joseph M. Schenck, 20th-Fox production executive, told the meeting that production and distribution energies must be expended to the fullest extent to keep the country's theatres operating under present conditions, and said the company is well equipped in manpower and skills to meet any situation that may develop.

"No matter how tough times become, we will stay in business under the leadership which we have at 20th-Fox," he declared.

Festivities Mark 'Fort Worth' Bow

FORT WORTH, June 14.—Weeks of planning for the world premiere of Warner Brothers' Technicolor production, "Fort Worth," at the Worth, Hollywood and Palace theatres here reached its climax yesterday with a full day of special activities that drew an overflow throng from as far as 45 miles from the city to last night's opening.

To take care of overflow crowds, the Majestic Theatre was added to the premiere houses, four of which played to capacity totaling 8,000 patrons, with thousands of patrons having to be turned away.

'Caruso' Gross

(*Continued from page* 1)

week in three theatres, and is being held for a fifth week in two other theatres and for its fourth week in seven theatres. The company reports that the film is its top grosser this year.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

"Hollywood STORY"
starring Richard CONTE
and Julia ADAMS
IN PERSON
THE AMES BROS.
BOBBY SARGENT
GRACIE BARRIE
BUNNY BRIGGS
HERBIE FIELDS
And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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ON THE LOOKOUT FOR BIG MONEY?



LOOK OUT FOR...

THE PROWLER

"It packs the dramatic wallop that audiences long remember!"—M.P. DAILY

"Taut, exciting!"—HOLLYWOOD REPORTER
"Powerful punch!"—M.P. HERALD
"Tense!"—BOXOFFICE
"Daring!"—VARIETY



SOMETHING NEW AND TERRIFIC—

A complete exhibitor low-budget pressbook ad campaign on a high-tension angle — designed for maximum ad power on a limited budget. It's getting the $-results with FOX WEST COAST CIRCUIT (Great Business!) SALT LAKE CITY (Best UA grosses since '47!) PHILADELPHIA (Tops in Mastbaum Theatre World Premiere!) BOSTON (Metropolitan Theatre Best In Years!) Watch the dates and the dough pour in after New York, Criterion; Cleveland, Palace; Detroit, Fox; Hartford, Allyn; Cincinnati, Palace; Buffalo, Paramount!

VARIETY
Heat Hits L.A. But ... 'Prowler' Smooth at

HORIZON PICTURES presents

THE
VAN HEFLIN · EVELYN KEYES in PROWLER

an S. P EAGLE PRODUCTION with JOHN MAXWELL · KATHERINE WARREN · EMERSON TREACY
Screenplay by HUGO BUTLER · From an original story by ROBERT THOEREN and HANS WILHELM
Produced by S. P. EAGLE · Directed by JOSEPH LOSEY

LOOK TO UA
for your big money pix!

Myers Urges

(Continued from page 1)

concert with others, has the right to choose his own customers in *bona fide* transactions and not in restraint of trade, notwithstanding the decree. In such circumstances, I think he (the distributor) is entitled to have and to rely on the word of an impartial or balanced board."

Urges Industry

Myers urged that the industry set up an "all-embracing" arbitration system, not one which "provides arbitration only for those controversies that the distributors want to arbitrate" but one which also will "commend itself to exhibitors."

"There are few controversies now pestering the industry that cannot be made the subjects of voluntary arbitration," he said. "Why don't we all stop playing our cards so close to our vests and try to find broad solutions that will find support in all quarters of the industry?" he asked.

The Allied leader also disagreed with Wright's contention that if treble damage anti-trust complaints were submitted to arbitration, distributors might suffer greater losses than by going to court.

Fees an Issue

"My impression," Myers said, "is that the largest outlays in cases that are settled are for attorneys' fees. Usually, what the plaintiff wants are pictures, and when the distributors offer to give him pictures and pay his attorneys, he will settle."

Skouras to Be Host

HOLLYWOOD, June 14.—Charles P. Skouras, National Theatres president, will be host to Los Angeles civic, military, business and journalistic leaders at a luncheon meeting Monday at the Ambassador Hotel called to form a citizens' committee to serve on the Commission for Commemoration of the 175th Anniversary of the signing of the Declaration of Independence.

To Serve Theatres With TV Programs

Albany, June 14 — Movie Television Co., Inc., which subsequently filed a change of name to Theatre Network Television, Inc., has been incorporated to acquire the rights to the televising of motion pictures, stage plays, operas, ballets and other events of public interest to motion picture theatres, auditoriums and other places of public assembly.

Incorporation papers were filed by Schwartz & Frohlich, New York.

Cannon to Bradford In Shea Transfer

CAMBRIDGE, O., June 14.—Robert W. Cannon, city manager of Shea Theatres here, has been transferred to Bradford, Pa., as city manager there. Frank King, circuit field representative, will temporarily assume management of the Cambridge houses pending appointment of a permanent manager.

UPT Options

(Continued from page 1)

originally there now remain 35,000 still to be allocated. It is planned to distribute these from time to time among present employes of the company or its subsidiaries who, in the judgment of the stock option committee, "demonstrate capacity for contributing in a substantial measure to the success of the enterprise." They may also be used as a means of obtaining the services of individuals who appear to have such capacity.

Seven-year Period

The options are for a seven-year period at a price 95 per cent of the market value of the company's common on December 15, 1950. The stock at that time stood at around $17 per share. It closed at a fraction over $19 per share yesterday on the New York Stock Exchange.

Shifts Fight

(Continued from page 1)

bar to see the fight on television. In the Garden, only 3,000 unreserved seats will be available at the $2.50 price, thus limiting the potential gross from the lower-priced tickets.

Meanwhile, the theatre originally planning to carry the fight will go ahead tonight. The delay may further blunt the rather desultory public interest in the bout, but home office executives left here today for various theatres to observe the experiment. In addition to those previously reported, Andrew J. Grainger, Shea circuit TV director, left here for Pittsburgh where the Shea's Fulton will pick up the telecast.

Theatres Carry Truman Speech on Screens

President Truman's Washington speech on price control was carried as a public service last night by a number of theatres equipped with theatre television, including some houses that had been prepared to screen the postponed Louis-Savold fight.

Among the theatres scheduled to pick up the speech were the Paramount here and United Paramount houses in Chicago, Detroit and Minneapolis, RKO Keith's in Washington, Fabian's Fox in Brooklyn, and Shea's Fulton in Pittsburgh.

Memphis Meet

(Continued from page 1)

the following officers: Jay Solomon, Chattanooga, president; W. F. Ruffin Jr., Covington, Tenn., vice-president, and Elil Bernstecker secretary-treasurer.

In his address, Lightman said, "television is hurting the industry to some degree, but not to the wide extent believed by many." "Most of the difficulty arises from the fact that people have less money than they once did," he added. "The industry is turning out many fine pictures, but we need more," he continued.

Turning to another theme, he asserted that "divorcement of distributor-exhibitor enterprise is one of the worst things to happen to the industry in many years." Under recent rulings, companies which produce films are not allowed to own theatres, he explained. The result is that the companies have no "showplaces for their wares, and there is consequently a lack of stimulation for production of better movies," Lightman contended.

Accident Fatal to One

KANSAS CITY, Mo., June 14.—Charles D. Crawford was injured and Mrs. Mildred Crawford killed in a motor car accident at Avon Park, Fla. Tuesday, it was learned here today. Crawford recently resigned as salesman here for Monogram to report for active service in the army as a lieutenant colonel.

'Peking' Premiere Set

Paramount's latest Hal Wallis production, "Peking Express," will have its world premiere at the Paramount Theatre in San Francisco.

'Frogmen' Premiere Set

The world premiere of 20th Century-Fox's "The Frogmen" will be held at the Roxy Theatre here June 29.

More Talks Due on U.K. Theatre Tax

London, June 14.—Representative of the four trade associations met here again today with Sir Wilfrid Eady, Board of Trade and Customs officials, to continue their discussion of proposals for changes in the government's new entertainment tax program. The meeting was inconclusive and another will be held, probably next week.

TVA Contests

(Continued from page 1)

upheld the Guild's position in a decision involving hundreds of producers headquartered in Hollywood.

TVA, a union formed by some leaders of live talent unions here, has been locked in a jurisdictional struggle with SAG for about two years.

In order to be eligible to vote in the election, a person must have had two days or more overall employment as an actor or extra player within the 10 studio multiple-employer unit during the nine-month period immediately preceding June 14.

RKO Cashiers

(Continued from page 1)

employed by the circuit's houses in Greater New York.

Following a long period of negotiation, Mrs. Charlotte Campbell, president of IATSE Theatre Cashiers Local No. B-52, announced on June 4 that a walkout would take place because the company refused to increase the weekly pay minimum from $28 to $31 and include in a new contract a clause providing for automatic increases.

Scheduled to attend the mediation meeting are Leslie Thompson, RKO labor relations director; Joseph Basson, 'IA' international representative, and Mrs. Campbell and a negotiating committee of cashiers.

Jack P. Valpey, 47

LOS ANGELES, June 14.—Jack Parker Valpey, 47, former M-G-M office manager, here, died last Sunday after a long illness.





INVITATION TO PREMIERE SHOWING

BERNDT-BACH'S NEW AURICON "SUPER 1200"

16mm Studio & TV Production Camera

Mr. Walter Bach will personally demonstrate the camera and present a 16mm sound motion picture describing this superlative new addition to the cinematographic art at our showroom.

Thurs. June 21, 2 to 5 P.M.
Fri. June 22, 2 to 5 P.M.

S. O. S. CINEMA SUPPLY CORP.
602 West 52nd St., New York City

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 117 NEW YORK, U.S.A., MONDAY, JUNE 18, 1951 TEN CENTS

MPAA Group Sets Jubilee Committees

Dietz, Simonelli Head Ad, Exploitation Units

Howard Dietz, Loew's director of advertising - publicity - exploitation, and Charles Simonelli, Eastern advertising-publicity manager for Universal, on Friday were named chairmen of committees to deal, respectively, with advertising and exploitation campaign suggestions for the proposed box-office jubilee drive for the fall.

The committees are offshoots of the Motion Picture Association of America's advertising-publicity committee, of which S. Barrett McCormick, RKO Pictures, was reelected chairman for another six months at the same meeting.

The meeting on Friday of the MPAA ad-publicity committee, called specially to analyze and discuss aspects of the Council of Motion Picture Organizations idea for an industry box-office drive, also named

(*Continued on page 4*)

Seeks Compo Action On 'Negative' Press

HOLLYWOOD, June 17. — Concerted action by the industry to obtain the cooperation of newspaper publishers in correcting journalistic practices deemed unwarranted by the facts will be urged upon the Council of Motion Picture Organizations by Monogram—Allied Artists vice-president Morey Goldstein on his return to New York this week, he told a trade press lunch-

(*Continued on page 4*)

NLRB Upholds 'IA' By Declaring Sopeg Pact Invalid

The National Labor Relations Board has declared invalid the Screen Office and Professional Employes Guild contract covering the Loew's New York exchange, it was reported at the weekend by attorneys for IATSE Motion Picture Home Office Employes Local No. H-63, which had attacked the contract in hearings recently before Board officers.

It is expected that the "IA" local now will challenge the validity of SOPEG contracts covering the 20th Century-Fox, RKO Pictures, Columbia and Loew's home offices and the 20th-Fox New York exchange since the "technical flaw" that was found in the Loew's exchange pact is claimed by H-63 to exist in the other contracts as well.

According to the "IA" local's attorneys, Spivak & Kantor, the NLRB agreed with H-63 that the union security clause contained in the Loew's contract "exceeded the permissible

(*Continued on page 4*)

MPA Counters 'High' Admissions Charge

WASHINGTON, June 17.—The Motion Picture Association on Friday filed a letter with the Wage Stabilization Board in which it denied an "implication" raised by union representative Norma Aaronson that motion picture admission prices had "skyrocketed."

The letter was specifically addressed to the six-man panel which, on June 6-7, heard testimony about what should be done along the lines of wage controls in industries which

(*Continued on page 4*)

Second Exclusive Telecast June 27

Another exclusive theatre telecast, this time of the Jake La Motta-Bob Murphy light heavyweight bout on June 27 at Yankee Stadium here, has been arranged with the International Boxing Club, it was announced at the weekend by Nathan Halpern, Fabian theatre TV consultant.

The same theatres which carried Friday's bout are expected to participate and Halpern expressed the hope that more theatres in other cities may join in if installations of equipment are completed and if coaxial cable time can be obtained.

Theatre Video Will Regenerate the Industry: Skouras

LOS ANGELES, June 17.—A prediction that theatre television will be the instrumentality that will reestablish and regenerate the motion picture industry was made by 20th Century-Fox president Spyros P. Skouras at the closing session of the 20th-Fox sales convention here at National Theatres' headquarters on Friday.

His address rang with the call that "Good showmen never surrender, but fight continuously on a high level until their goal is achieved."

Besides reaffirming his faith in theatre TV, he also reaffirmed his view that production costs can be cut without impairing product quality and that salaries, highly inflated during war years, must be reduced.

Skouras said that proper merchan-

(*Continued on page 4*)

Exclusive TV Louis Bout A Sell-Out

Halpern Hails Results; Hundreds Turned Away

The exclusive theatre TV telecast of the Joe Louis-Lee Savold heavyweight fight Friday night was a sell out in the nine motion picture theatres, scattered in six cities, which formed the first theatre TV network.

Hundreds of people in Washington, Baltimore, Pittsburgh, Cleveland, Albany and Chicago had to be turned away, according to reports relayed to Nate Halpern, Theatre Owners of America and Fabian TV consultant, who viewed the six-round bout won by Louis in Washington's RKO Keith Theatre.

Halpern, in hailing the turnout, stated. "This is strong evidence that the public will pay to see the program they want, whether on TV, films, or 'live' and the enthusiasm of the audience in the theatre will encourage the

(*Continued on page 3*)

Halpern Heads New Theatre TV Firm

Theatre Network Television, Inc., which recently filed incorporation papers at Albany, N. Y., is headed by Nathan Halpern, theatre TV consultant to Fabian Theatres and the Theatre Owners of America, and was formed to handle the exclusive theatre telecast of the Louis-Savold fight, it was learned here at the weekend.

The company's charter provides for

(*Continued on page 4*)

Business-Building Plan Set by Mann

Minneapolis, June 17. — A "sweeping, long-range" local business-building plan which would be keyed to any national business-building program the Council of Motion Picture Organizations might develop will be presented to the board of North Central Allied on Tuesday by Ted dent of the organization, Mann, recently-elected presi-Stanley Kane, NCA executive counsel, disclosed.

Exhibitors Shun Bidding; Distributors Yell 'Foul'

MINNEAPOLIS, June 17.—After several major distributors here had offered some of their top product for bidding without obtaining any response whatever, the suspicion is growing among them that local exhibitors may be exercising an understanding to refrain from bidding.

Exhibitors deny the charge but also claim that it is irrelevant, since the frequently expressed bidding policy of the companies in question, according to their home office sales executives, is to employ competitive bidding

(*Continued on page 4*)

To Vote on New Tax Bill Next Thursday

WASHINGTON, June 17.—The House Ways and Means Committee Friday introduced the $7,500,000 emergency tax bill, and the schedule calls for a vote Thursday afternoon.

The committee was given until Monday night to file its formal report on the measure. It goes to the rules committee Tuesday and will reach the House floor for debate Wednesday.

(*Continued on page 4*)

Lurie Confirms Bid For Hughes' Stock

San Francisco, June 17.— Louis R. Lurie, who headed a syndicate which unsuccessfully attempted to buy out the Warner Brothers, has confirmed reports that he is bidding for Howard Hughes' RKO stock in both the picture and theatre companies. He has made an offer on the basis of $3.50 per share, which would total approximately $6,500,000. Lurie said he is operating alone on this deal.

Personal Mention

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, is scheduled to address the convention of the New Mexico Theatre Owners Association to be held tomorrow and Wednesday at Alberquerque.

•

IRVING ALLEN, producer, is slated to arrive here from the Coast today.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., and his assistant BERNARD LEVY, have returned here from a Midwest tour.

•

CLIFF BROWN, Universal Pictures Coast exploiteer, who has been recalled to active duty as a lieutenant in the U. S. Air Force, is currently in Japan.

Youngstein, Mayer to Address Va. MPTOA

Max E. Youngstein, United Artists vice-president, tomorrow will address the Virginia Motion Picture Theatres Association convention at the Jefferson Hotel in Richmond, on "The UA Story," and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations will make the other featured address at the two-day meeting which will get underway this morning.

Confidence in the motion picture industry will be the keynote of Youngstein's address. He is expected to point to the entrance of Arthur Krim and his associates into UA as a reflection of their confidence in not only the company itself but in the industry as a whole.

Invite Top Newsmen To 'Ace' N. Y. Bow

Twenty-three top journalists, all Pulitzer Prize winners, have been invited to attend the benefit New York premiere of Paramount's "Ace in the Hole," at the Globe Theatre here, June 29. The proceeds will go to the Newsdealers' Association of Greater New York, Inc.

Those invited include: Herbert Bayard Swope, William Burke Miller, Lauden D. Lyman, John J. O'Neill, William L. Laurence, Howard W. Blakeslee, Gobind Behari Lal, Malcolm Johnson, Louis Stark, Bert Andrews, Ira Wolfert, Westbrook Pegler, Paul Schoenstein, Frederick Woltman, Meyer Berger, James Reston, Homar W. Bigart, Arthur Krock, Gen. Carlos P. Romulo, Harold V. Boyle, Brooks Atkinson, Hanson W. Baldwin, and Frederick T. Birchall.

Shelton Resigns As A.F.E. Gen'l Mgr.

William C. Shelton has resigned as general manager of A.F.E. Corp. and as Paul Graetz representative in the U.S., effective June 30. Shelton, with A.F.E. for the past seven years, previously was with RKO in Vienna and Paris. He plans to announce a new affiliation shortly.

Reviews

"Kind Lady"

(Metro-Goldwyn-Mayer)

"KIND LADY" proceeds along familiar melodramatic paths but it is distinguished for two reasons: excellent acting and a story that shrewdly wrings out the last drop of suspense. The picture serves as the curtain-raiser for Maurice Evans' first screen appearance, and as on the stage, his dynamic ways and polished manner shine brightly throughout. Sharing the lead with him is Ethel Barrymore who portrays the title role as a wealthy Londoner at the turn of the century.

Briefly the story outlines the nightmarish experiences of Miss Barrymore as she slowly becomes the captive in her own home of Evans who embarks on a psychopathic, though elaborate, plan to fleece her of her fortune. In a supporting role the usually comic Keenan Wynn is seen in a wholly different characterization. He plays a dim and brutish butler, who, along with Angela Lansbury, a maid, lend support to the brazen swindle.

Crafty and urbane, Evans manipulates his way into acquaintance and then friendship with Miss Barrymore. Through the ruse of having his wife "faint" outside Miss Barrymore's door, Evans is able to move into the house for the "emergency." Presently co-conspirators Wynn and Miss Lansbury join the household and in time Miss Barrymore and her devoted maid are caught helplessly in the grip of Evans. Efforts to communicate the plight to the outside world are balked at every turn. Gradually Evans proceeds to sell the furniture, treasures and paintings.

The screenplay, based on a story by Hugh Walpole, was written by Jerry Davis, Edward Chodorev and Charles Bennett. It builds up suspense with telling effect until the finale in which the criminals are trapped in their own crime.

Showmen can rest assured that the customers will be engrossed throughout. John Sturges directed effectively and Armand Deutsch produced.

Running time, 78 minutes. General audience classification. Release date, June 29.

MANDEL HERBSTMAN

"Comin' Round the Mountain"

(Universal-International)

BUD ABBOTT and Lou Costello are up to their old antics again. Their latest adventures throw them into the midst of a clan feud between the McCoys and the Winfields in the backwoods of Kentucky. The picture is notable for marking the screen debut of Dorothy Shay, familiarly known in cafe society as the "Park Avenue Hillbillie." She seems comfortably at home in the new medium, whether acting, or singing such songs as "Sagebrush Sadie" and "You'll Be Another Notch on Father's Shotgun." The film stands up rather well compared with predecessors in the A and C series. Boxoffice prospects can best be measured by previous exhibitor experience with the comedians.

Abbott and Costello start out as a pair of entertainers doing a nightclub act when the latter is informed by vocalist Miss Shay that, on the basis of evidence, he is a descendant of "Squeeze Box" McCoy of Kentucky and therefore a fortune awaits him. In no time Abbott, Costello and Miss Shay head for Kentucky. There the trio runs into all sorts of comic complications, ignited mostly by the feuding clans. Some good-natured nonsense has been worked into the screenplay, involving a love potion concocted by an old witch. By the time the final reel runs its course just about everyone is fleetingly smitten with the tender emotion.

After many false starts Costello finally gets his hands on the map leading to the fortune in gold. There's only one final difficulty. It happens to be buried at Fort Knox.

Howard Christie produced and Charles Lamont directed from the screenplay by Robert Lees and Frederic I. Rinaldo.

Running time, 77 minutes. General audience classification. For July release.

M. H.

U-I Maps Campaigns For Summer Films

Universal-International pictures to be released during the summer months will be backed by tailored exploitation campaigns, including the personal appearances of stars and featured players, territorial saturation openings and special advertising campaigns, David A. Lipton, vice-president in charge of advertising and publicity, announced at the weekend following the conclusion of a series of meetings with home office executives.

In addition, Lipton said U-I is mobilizing an extensive field office staff to cover key and sub-key openings of "Prince Who Was A Thief."

'Hard' Star Here for Premiere Activities

Sally Forrest, star of Filmaker's "Hard, Fast and Beautiful," released through RKO Pictures, arrived here from the Coast yesterday to participate in the premiere activities. The film is scheduled to bow at the Astor June 29, and the New York *Journal-American* Fund for Disabled War Veterans will receive all of the proceeds.

Rathvon on TV Awards

N. Peter Rathvon, film financier, and Karl Struss, Hollywood cinematogrpher, have accepted invitations to be members of the Sylvania Television Awards Committee.

Newsreel Parade

PRESIDENT TRUMAN'S national address on price control, General MacArthur's visit to Texas, New York City's teen-age "dope" investigation and war in the Far East are the highlights of the current newsreels. Complete contents follow:

MOVIETONE NEWS, No. 49 — French recapture vital town from Indo-China Reds Truman says fight against inflation will beat Reds. MacArthur blasts Administration policy in Korea. *S. S. Constitution*, new U. S. luxury liner. Greek vets home from Korea. French aerialists thrill Paris from the Eiffel Tower.

NEWS OF THE DAY, No. 283—Teen-age dope evil shocks nation. War renewed in Indo-China. Truman urges firm stand against inflation. Week-old baby. Eiffel Tower acrobatics. Royal turf thriller.

PARAMOUNT NEWS, No. 86 — Royal Ascot horse race. Dachshund adopts baby squirrel. Ten-day battle in Indo-China. New York probes teen-age narcotics addiction. Acrobatics atop the Eiffel Tower.

TELENEWS DIGEST, No. 24B—Report on Eniwetok atom tests. Clues in Paris on the missing diplomats. MacArthur leaves for Texas. Mr. and Mrs. Mickey Cohen on trial for tax evasion. Narcotics inquiry in New York. French fight Reds for Indo-China's rice fields.

UNIVERSAL NEWS, No. 465—Truman asks strict curbs on inflation. French repel Reds in furious Indo-China battles. Amputees in Washington. Dog adopts squirrel. French acrobats. Auto race.

WARNER PATHE NEWS, No. 88—MacArthur speaks in Texas. Big French drive against Reds in Indo-China. Truman speaks on controls. Amputee vets show stuff to President. Medina raised to U. S. Court of Appeals. Mary Jo Shelley named WAF chief. Bird gives cats the bird. Squirrel dogs dog.

$1,800,000 WB Building Sold

Sale of Warner's 10-story commercial building on West 54th St. to Robert J. Marony of Norwalk, Conn., was announced at the weekend by John J. Reynolds, Inc. The property was held for $1,800,000 and was sold for all cash. It was used by Warners mainly as a warehouse. Universal leases space in the building.

Reynolds, head of the real estate firm, said that the sale was part of the liquidation of holdings being carried out by Warner in preparation for divorcement. It is the third sale the Reynolds organization has handled for the company, including the recent sale by Warner to NBC of a 30-acre tract near the Burbank, Calif. studio.

'Essential' Rating Plea Due This Week

Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, reported at the weekend that he has completed COMPO's brief appealing the Commerce Department's action dropping the film industry from the list of "essential activities." He expects to file the document with the Department this week.

Coyne declined to divulge contents of the brief pending the filing. Meanwhile, other industry attorneys are studying it, and Coyne will receive their suggestions before filing.

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Theatre TV

(*Continued from page* 1)

development of a new theatre TV program service."

Halpern made it clear he was in Washington viewing the televised bout as a representative of the group of theatres which carried the bout.

Field reports received by Halpern stated that the theatres were sold out from one to two hours before fight time.

In Chicago, the Tivoli, closed its doors by 7:30, and the State Lake at 8:30. In Baltimore, Loew's Century and the Harlem, were sold out about eight. The same time holds true for Washington's Lincoln, which like the Harlem caters to Negro patrons.

The Fulton in Pittsburgh, which was one of the few houses to boost its prices, emptied at 7 p.m. and reopened at 8:40 and was filled again about 9:00 p.m. The Fulton charged $1.30 for the special attraction. Usual evening prices are 85 cents, with tax.

In Albany, the Fabian's Palace, the largest of the nine houses with 3,660 seats, sold out by 8:45. While in Cleveland, the RKO Palace, had a full house by nine.

The seating capacity of the nine theatres is 22,677, but in all theatres, Halpern reported, there were standees.

As viewed in RKO Keith's, Washington, the reaction of the audience, which was overwhelming male, was as if they were at the ringside, hooting, hollering and applauding. In Washington, the audience cleared out as soon as the fight ended, not waiting to see the film feature.

The picture at RKO Keith's was fuzzy on long shots, much clearer on close-ups and the detail was good. In the second round there was a 20 second blackout because of a broken tube, but the picture came back on within seconds, a bit fuzzy, but it improved later.

Jack Golden, division manager of RKO Theatres, who was in Washington for the event, said the turn out proves that fight fans would rather see a bout in theatres, where they get the feel of participating, rather than stay at home.

Charles Horstman, RKO chief TV engineer, who was also in the Capital, said the RKO Theatres is considering adding more TV installations in other houses on the circuit.

Halpern, in his comment, added, "We will continue to bring outstanding attractions to the public." He also said that he hopes to have major college football games for theatre TV and is now negotiating with the National Collegiate Athletic Association.

Chicago Theatres Jammed; Hundreds Turned Away

CHICAGO, June 17.—The State Lake and Tivoli theatres sold out hours in advance Friday night for the large screen telecast of the Louis-Savold heavyweight fight.

Thirty minutes before the starting time the sidewalk in front of the Tivoli was jammed to the curb with hundreds of disappointed people who were unable to come in for the performance.

The theatre audience cheered, booed, groaned and shouted just as though they were at the ringside.

The Tivoli, in the heart of the Southside Negro district has an RCA direct projection large screen television installation. The State-Lake, a first-run theatre, uses the Dumont film storage or intermediate method of large screen telecasting.

Shift to Garden Aids Fight's Gross

While the move from the open air Polo Grounds to indoors Madison Square Garden is believed to have helped the Louis-Savold fight gross, the shift and two postponements may have affected the experimental value of the television blackout, according to a spokesman for the International Boxing Club, the fight's promoter.

About 18,000 persons paid $100,000 to attend the fight, the IBC spokesman said. This compares with an estimated $90,000 gross expected at the Polo Grounds.

In the first place, the blackout was intended for an open air bout, it was pointed out, and secondly the postponements gave the home TV sports fans a competing bill, the Yankees' night ball game on Friday. In addition, it was said, home video viewers have become accustomed to a regular Friday night bout on television from the Garden and many may not have known that the Louis-Savold fight would not be available on home sets.

The IBC is hoping for a more decisive test of the blackout and exclusive theatre TV on June 27, when the La Motta-Murphy fight will be held at Yankee Stadium.

Review

"Two of a Kind"

(*Columbia*)

LIZABETH SCOTT, portraying a sensuous bad girl, is back on familiar histrionic ground in "Two of a Kind." It is an engrossing story about a sordid scheme to swindle an elderly couple of a fortune. Edmond O'Brien, tight-lipped and two-fisted, portrays Miss Scott's partner-in-crime, and like her is untroubled by scruples. The film shapes up as a provocative one.

The screenplay by Lawrence Kimble and James Gunn, adapted from a story by James Edward Grant, concerns a plot, masterminded by Miss Scott and Alexander Knox. O'Brien, an orphan with an unsavory past, passes himself off as the long-lost son of a fabulously wealthy couple. The scheme goes well until the father refuses to change his will in favor of his "son." Knox, a suave and ruthless lawyer, decides the father must be murdered if their scheme is to succeed. Miss Scott and O'Brien, their innate goodness finally coming to the surface, balk. They confess the plot to the old man who admits he knew all the time but tolerated the hoax because his invalid wife thought O'Brien was actually her son. Miss Scott and O'Brien mend their ways.

The plot is complicated by a double triangle involving Miss Scott, O'Brien and Knox on the one hand, and Miss Scott, Terry Moore and O'Brien on the other.

The dialogue is generally crisp and smart and Henry Levin's direction is well balanced. The love-making, incidentally, is rather intense since Miss Scott portrays a quite uninhibited vixen. William Dozier has endowed the picture with a handsome production on what presumably was a moderate budget.

Running time, 75 minutes. General audience classification. For July release.

50 New 'Show Boat' Screenings Are Set

Approximately 50 "closer to home" theatre screenings of "Show Boat" for exhibitors have been set by M-G-M, following the 29 showings held in the past week in key center situations.

The screenings, according to an announcement by William F. Rodgers, vice-president and general sales manager, have been set up in smaller situations to preclude long trips for theatre operators and will be held from Wednesday through at least June 26.

To Show New Camera

A demonstration of the new Auricon "Super 1200" 16mm. studio and TV production camera will be held here in the S.O.S. Cinema Supply Corp.'s showroom Thursday and Friday.

MGM Manager Dead

Arne Hallin, M-G-M manager in Sweden, died in Stockholm last Wednesday of a cerebral hemorrhage. He was a veteran Scandinavian film man.

NEWS in Brief . . .

Paramount Pictures announced that the first 10 pictures for the 1951-52 season are being made available to the company's "security service" accounts. The 10 include September-December releases.

The "security service" plan is designed to enable exhibitors in smaller situations to buy pictures in groups. Each film is sold individually on its own merits, however, with a 20 per cent cancellation privilege covering those not yet trade shown.

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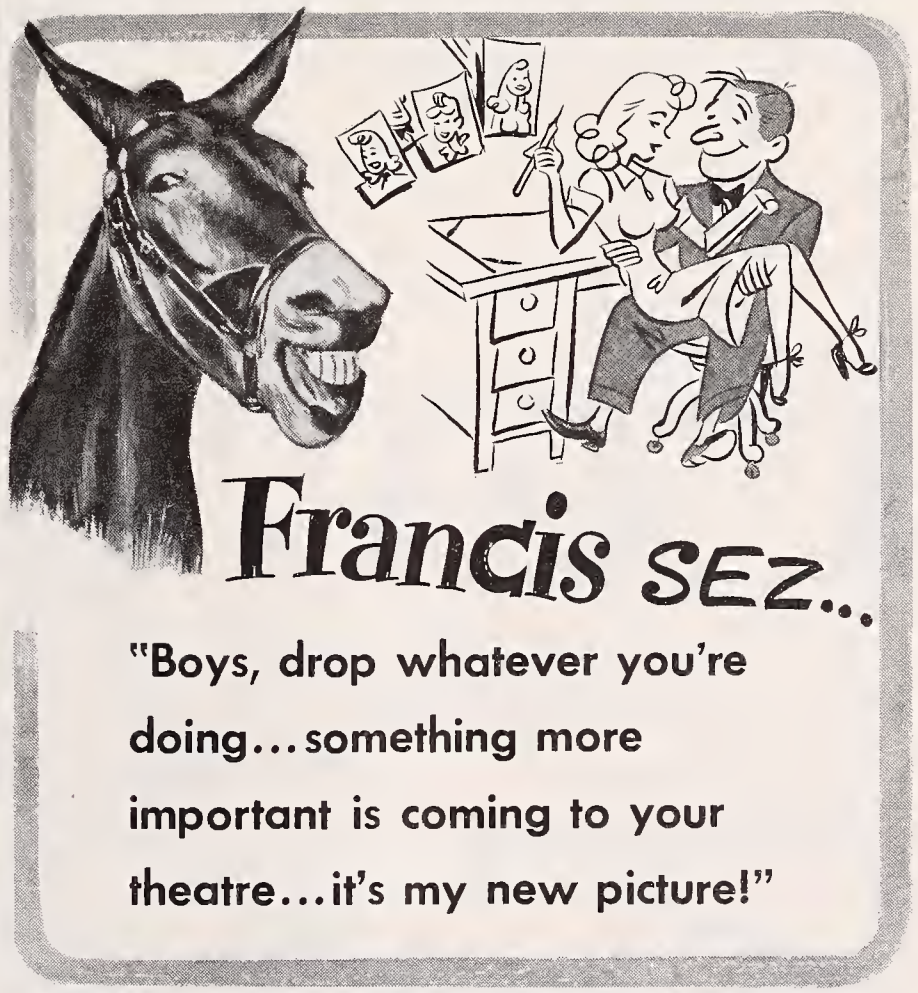
DES MOINES, June 17.—A. Don Allen has been named director of advertising and publicity for Tri-States Theatre Corp. His post as city manager for the circuit at Sioux City will be taken over by James Redmond, Tri-States advertising and publicity chief for the past two years.

•

Alfred E. Daff, Universal director of world sales, F. J. A. McCarthy, Southern and Canadian sales manager and Maurice A. Bergman, director of public relations, leave here today for Dallas and Oklahoma City, where they will be joined by C. J. Feldman, domestic sales manager, completing the group's national tour of key cities begun in the spring.

Luby Joins Pathe

Earl Luby, formerly with Transworld Airlines public relations department, has joined RKO Pathe as a script writer and will leave here shortly for Washington.



Jubilee

(*Continued from page* 1)

Charles Einfeld, Mort Blumenstock and Jerry Pickman, national advertising-publicity directors of 20th-Fox, Warners and Paramount, respectively, as a committee to represent the MPAA group for work in cooperation with the Public Relations Committee of the Exhibitors of Greater New York on the latter's campaign to boost business.

Others Attending

In addition to McCormick, Dietz, Simonelli, Blumenstock and Pickman, Friday's meeting, which was held at the St. Moritz Hotel here, was attended by Arthur L. Mayer, executive vice-president of COMPO; Charles E. McCarthy, COMPO publicity director; Arthur Schmidt, Columbia; Si Seadler, Loew's; Madeleine White, Monogram; Sid Blumenstock, Paramount; Don Prince, RKO; Joe Gould, 20th-Fox; Max E. Youngstein, United Artists; Dave Lipton and Jeff Livingston, Universal, and Al Corwin, MPAA.

MPA Counters

(*Continued from page* 1)

are free of price controls. The union leaders who testified were in agreement that it would be unfair to control wages when prices were free to rise. Miss Aaronson alleged that there had already been sharp admission price increases.

In addition to replying to Miss Aaronson's allegations the MPAA answer cited the recent COMPO chart covering the period September, 1945 to December, 1950. During this period the average rise in film admission prices around the nation was 11.3 per cent, less than one-third the 38.7 percent increase in the general cost of living during the same years.

New Tax Bill

(*Continued from page* 1)

Of interest to the motion picture industry are such provisions as the exemption of "business cost" uses of film and photographic equipment from the Federal excise tax.

Review

"According to Mrs. Hoyle"

(*Monogram*) *Hollywood, June* 17

SPRING BYINGTON'S long and widely respected artistry comes to full flower in this warmingly family-type picture produced by Barney Gerard and directed by Jean Yarbrough from a *Good Housekeeping Magazine* novelette by Jean Z. Owen, admirably scripted by W. Scott Darling and the producer. These three workmen, gifted with the common touch and favoring always the straight-line narrative form, have got into this 60 minutes of running time more commonsense human interest than is customarily achieved in half the distance. The picture is a standout in its category.

The picture opens with Miss Byington, a beloved school teacher, receiving a formal gift from her pupils of 25 years ago, now grown to leadership in the community. She returns to the hotel where she has lived all these years to find it taken over by a gangster who has determined to go straight, but she declines to regard him as an undesirable character and treats him as an honest man, with the result that in a little while she has won him and his sinister companions over completely to the ways of right living. But one of his mobsters, refusing to go straight with him, commits a robbery, hiding the loot in her room, and she becomes victim of circumstantial evidence which makes a strong case against her as a receiver of stolen property. Disclosures better left to the picture to divulge result in her exoneration.

Stephen Chase, Brett King, Tanis Chandler and Anthony Caruso head an evenly balanced cast in support of Miss Byington.

Running time, 60 minutes. General audience classification. Release, not set.

Sopeg Pact Invalid

(*Continued from page* 1)

limits under the Taft-Hartley Law." Hence, a new election to determine representation must be held as soon as possible among the employes, instead of waiting until the October expiration date of the disputed pact.

H-63 will seek a place on the ballot, it was reported. Whether SOPEG also will seek to be on the ballot was not determinable at the weekend. In ruling on the Loew's pact, the NLRB held also that SOPEG was not at present in compliance with the Taft-Hartley Law and that unless such compliance was met in two weeks that union could not lawfully appear on the ballot, it was reported.

WB Drops 4 in Ohio

CLEVELAND, June 17.—Four employees were dropped by the local Warner Theatre department last week. They are D. Leonard Halper, maintenance supervisor; Al Stern, art advertiser; Larry Greenberg, assistant booker; and Clarence Leroy, sound engineer.

Shun Bidding

(*Continued from page* 1)

only where and when requested by exhibitors or to avoid legal liability.

"If exhibitors don't want bidding," they ask, "why should the distributors be concerned?"

Distributors, however, state that after the bidding date has passed and the pictures are offered for negotiation, one circuit or exhibitor will profess no interest in making a deal and another will quickly come to terms. "Collusion," they say, would be difficult to prove, but it is apparent, they claim, that some kind of agreement is in work among "certain first run theatres in the Minneapolis Loop."

'Excuse My Dust'

It became known that M-G-M offered "Excuse My Dust" for bidding to the Minneapolis loop houses but received no bids, with the picture finally going to Ben Berger's Gopher by negotiation after Minnesota Amusement Company advised the exchange it was not interested in the film. Other exchanges also have made pictures available for bids in the last two weeks but with no takers.

Goldstein on Press

(*Continued from page* 1)

eon here today. Goldstein is expected to arrive in New York Monday.

Citing the observations he made in big cities and lesser centers over the past two years, Goldstein said he has traced a widespread public impression that pictures are less meritorious than formerly to a changed attitude on the part of newspaper reviewers toward their subject and function. Gradually, he said, but quite generally, the lay press reviewers have swung over from reporting on current pictures to writing primarily critical pieces written from an "artistic" standpoint and conditioned by the reviewer's unsound assumption that because Hollywood has introduced economy measures in production, as have all other industries, its product is necessarily inferior to that which it turned out at greater cost years ago.

Goldstein said he will propose to COMPO that newspaper publishers be supplied directly by responsible industry representatives with the real facts.

CD to Use Theatres As Last Resort

Washington, June 17.—Motion picture theatres and other auditoriums will be used as bomb shelters only in the event more suitable facilities are not available.

Representatives from 31 states meeting at Olney, Md., with Civil Defense Administration officials on Friday were told that a CDA study in cooperation with Lehigh University indicated that open areas under long-span ceilings were not suitable for the purpose.

20th-Fox Meet

(*Continued from page* 1)

dising of the picture to the public requires statesmenship, salesmanship, showmanship, and the full knowledge of every aspect of the merchandise offered. He abjured his listeners to reject the easy philosophy that somebody else will do their work for them. He told them that merchandising, in its true sense, begins after the salesman has obtained the exhibitor contract and starts in to help him sell the pictures to the public.

Charles Skouras, National Theatres president, addressed the convention on the importance of every member staying on the job until the maximum result has been obtained.

Al Lichtman, distribution director, closed the five-day meeting by summing up the week's discussions and decisions, in which he placed first importance on the sales force maintaining relations with exhibitors on the highest possible level.

Conventioneers were guests of the studio at a party Friday night and started to return to their posts Saturday.

Clyde Eckhardt, retiring after thirty years with the company, was paid a high tribute and presented with a valuable gift on the final day of the convention.

Theatre TV Firm

(*Continued from page* 1)

the acquisition of theatre TV rights for motion pictures, stage plays, operas, ballets and other events of public interest, as well as sporting events. The new company is expected to act as the corporate structure in handling many of the events which theatres operating in an informal network will experiment with during the coming months.

While United Paramount Theatres has been conducting its own negotiations for theatre telecasts of Midwest college football games, TNT may act for Atlantic Coast theatres in bringing the Midwest games East and may act as the agent of the Eastern theatres in negotiating for Eastern college games.



Invitation To PREMIERE SHOWING
BERNDT-BACH'S
NEW AURICON "SUPER 1200"
Mr. Walter Bach will personally demonstrate the NEW 16MM STUDIO AND TV PRODUCTION CAMERA and present a 16mm sound motion picture describing this superlative new addition to the cinematographic art at our showroom.
Thurs., June 21 & Fri., June 22—2 to 5 pm
S.O.S. CINEMA SUPPLY CORP.
602 WEST 52nd STREET, NEW YORK CITY

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 118 NEW YORK, U. S. A., TUESDAY, JUNE 19, 1951 TEN CENTS

To Implement Argentine Pact at Once

Substantial Remittances Due the Film Companies

American motion picture companies soon will resume shipment of motion pictures to Argentina, ending an impasse that has kept the product of major American film studios out of that country for more than two years.

This was announced here yesterday by John G. McCarthy, Motion Picture Export Association vice-president, following word from Buenos Aires over the weekend that the Argentine government had issued official orders for immediate implementation of the film agreement between the two countries.

The agreement, originally negotiated in 1950 by Eric Johnston, MPEA president, and Dr. Ramon Cereijo, then Argentine Minister of Finance, provides for unrestricted entry of

(*Continued on page 2*)

20th Offers Gratis 24-sheets in Drive

Twentieth Century-Fox will make available gratis to all exhibitors who contract for billboard space a number of 24-sheets advertising the company's pictures, it was revealed here yesterday. The company made the decision in this respect at its Los Angeles sales convention last week.

The offer is being made as part of the company's "greater showmanship"

(*Continued on page 2*)

Silverstone, Aaron To Field Meetings

Implementing the conclusions and policies formulated at the 20th Century-Fox Los Angeles convention, Arthur Silverstone and Edwin W. Aaron, Eastern and Western sales managers, will tour their respective divisions this week to bring the results and experience gained at the conclave to the attention of all sales personnel in their territories.

(*Continued on page 2*)

Regents Week, New Films Lift N. Y. First Run Grosses

The advent of new product and the prospect of patronage from high school youths free from school because of regents' examinations is giving Broadway first runs a welcome lift at the box-office this week.

"Half Angel" is opening nicely at the Roxy where the film, with the Andrews Sisters on stage, is expected to gross a healthy $80,000 for the first week. "On the Riviera" closed its stand of slightly more than three weeks with $88,000 for the final nine days, a figure somewhat above the previous estimate.

Also opening with strength is "Sirocco" at the Capitol; a gross of $40,000 is expected for the first week. Ethel Waters heads the stage bill. The Criterion is off to a good start with "Native Son"; if the weekend pace is maintained the first stanza should finish with a gross of around $20,000.

The standout attraction in New York continues to be "The Great

(*Continued on page 2*)

See UA Safely In Black by October

United Artists officials are of the opinion that the company will be operating comfortably in the black by next October, some 16 months before the expiration of the two-year period the new management was given to show a profit operation under the terms of its stock option take-over.

The option agreement provides for an additional year in which the new management could attempt to bring the company into the black if the goal was not attained at the end of the first two years.

Since early May, shortly after UA

(*Continued on page 2*)

Elect Oliver Trampe Wisc. Allied Head

MILWAUKEE, June 18.—At the regular meeting of the board of directors of Allied Independent Theatre Owners of Wisconsin convened in conjunction with the third regional meeting of the year, Oliver Trampe was appointed to fulfill the unexpired term of his late father, Charles W. Trampe, as di-

(*Continued on page 2*)

THEATRE TV SHOWS DRAWING POWER

Services Today for Joseph Hornstein

Funeral services will be held at 10:15 this morning at the Riverside Funeral Chapel for Joseph Hornstein 65. Hornstein, president of Joe Hornstein Co., theatre equipment distributors, died at his home suddenly on Sunday.



Joseph Hornstein

An industry pioneer, Hornstein dealt with nickelodeons when he started his career. He was a member of Motion Picture Pioneers and the Cinema Lodge of B'nai B'rith. He also was an honorary member and former treasurer of Local No. 306, Independent Motion Picture Operators Union. He is survived by the widow, Mrs. Ethel Rosenthal Hornstein, three sons and a sister.

ATOI Warns of Television Dangers

INDIANAPOLIS, June 18.—The Associated Theatre Owners of Indiana, in a bulletin to members and the trade generally warns that "the greatest danger to the future of many theatres is that motion picture companies whose facilities and resources have been created through dollars taken in at theatre box-offices will in avarice and

(*Continued on page 19*)

Harry Mandell Heads Ontario Exhibitors

TORONTO, June 18.—At an executive meeting of the Motion Picture Theatres Association of Ontario, the directors named Harry S. Mandell, vice-president since last November, to the office of president for the balance of the year because of the recent death

(*Continued on page 2*)

Executives Say Network Still 'Expensive Venture,' Need More Participants

While theatre television's pioneer network experiment came off with top honors when nine theatres filled to capacity last Friday night with the Louis-Savold fight on their screens, home office circuit executives were inclined yesterday to stress that the operation is still an expensive, trail-breaking adventure.

On two important points, the draw of the attraction and audience response, the experiment was an overwhelming success. The enthusiastic patrons who filled all seats and taxed the standee limitations were delighted with their "ringside" view of the proceedings. Grosses doubled and tripled the usual Friday night box-office figures and advanced

(*Continued on page 19*)

NEWS FLASHES

Washington, June 18.--A report painting in fairly glowing terms the success of Friday's theatre televising of the Louis-Savold fight is being circulated among Motion Picture Association member companies. The report, prepared by Edward Cheyfitz, stresses both the box-office success and the favorable audience reaction.

•

Washington, June 18.--The new Salary Stabilization Board may set up a special panel to decide salary questions for the film industry and other "talent" industries.

20th Century-Fox Product Announcement, Pages 3—18

Personal Mention

BERNARD KRANZE, executive assistant to United Artists vice-president WILLIAM J. HEINEMAN, will leave here today for a business tour of the East.

•

WALTER READE, head of Walter Reade Theatres, announces the birth of a son to his daughter, MRS. EDWIN GAGE, the former SUZANNE READE, at Lenox Hill Hospital here. The son was named THOMAS EDWIN.

•

MAURICE A. BERGMAN, Universal's director of public relations, will be one of the guest speakers at the annual convention of the Mississippi Theatre Owners in Biloxi next Monday.

•

OSCAR MORGAN, general sales manager of Paramount News and short subjects, will leave here for Boston today on a two-day business trip.

•

WILLIAM C. MACMILLEN, JR., Pathe Industries president and Souvaine Selective Pictures board chairman, will leave here today for Hollywood.

•

MILTON PERLMAN, head of Athena Films, and MRS. PERLMAN, are the parents of a son born here Monday at the French Hospital.

•

DR. HERBERT T. KALMUS, president and general manager of Teehnicolor, will arrive here from Europe aboard the *S. S. Queen Elizabeth* tomorrow.

•

RAY KELLER, Walt Disney studio executive, has arrived here from the Coast for conferences.

20th's 24-sheets

(*Continued from page* 1)

drive to aid the exhibitor in merchandising pictures to the ultimate eonsumer, 20th-Fox reported.

In line with the offer, the company's joint-action sales staff will be slated to work with exhibitors on local levels to obtain maximum box-offiee potential from each 20th-Fox release.

Pressbooks on 20th Century-Fox releases are being readied at least two months in advance of release dates in order to give exhibitors ample time to work out loeal eampaigns before playdates.

Already completed are eampaign books on "Take Care Of My Little Girl," "The Frogmen," "The Guy Who Came Back" and "The Seeret Of Convict Lake," Pressbooks on "No Highway In The Sky" and "Mr. Belvedere Rings The Bell" will be available shortly.

Scientifieally - designed advertising copy, angled for smaller communities throughout the country, are being prepared and will be featured on a special page of eaeh eampaign book.

Small-town eopy with emphasis on aetion, family and home town appeal, have already been prepared for "Take Care Of My Little Girl," "The Guy Who Came Baek," "The Frogmen," "As Young As You Feel" and "The Secret of Convict Lake."

NY Grosses

(*Continued from page* 1)

Caruso." Its sixth week at Radio City Music Hall is due to gross $136,000 and the picture and stage show will hold for a seventh week, at least. A previous estimate for the fifth week undershot the mark and the final figure is reported to be $141,000, which topped the fourth week's take.

"Hollywood Story" is having an okay second week at the Paramount, with $43,000 due, but it will be replaced by "He Ran All the Way" tomorrow. Herbic Fields and his band head the current stage show.

"Four in a Jeep" is doing near-capacity business at the small and swank Paris Theatre, with a total gross for the first week reported at $10,500. The picture is said to have set a house record on opening day, when it took in $1,577.

'Fabiola' Doing Well

At the Victoria, "Fabiola" is standing up well with $19,000 due for a third week. "Night Into Morning" is dull at Loew's State; the second week's gross will not hit $10,000. "Samson and Delilah" will take over there tomorrow. "M" is holding at the Globe for a third week; the second week's gross is estimated at a satisfactory $9,000.

"Goodbye, My Faney," looks like it will do $8,000 for a third week at the Holiday Theatre. "Valentino" is still holding on at the Vietoria, but the estimated gross for the ninth week, some $6,000, shows the picture is beginning to slip.

"Kon-Tiki" is still strong at the off-Broadway Sutton, with a respectful $8,600 reported for the 11th week. "Teresa" is consistent at the Trans Lux 52nd Street, with another $4,000 due for the 11th week. It will hold for another stanza or two.

The Bijou continues to do good business with its two-a-day run of "Tales of Hoffman"; the 11th week gross is expected to hold to a steady $12,000.

See UA

(*Continued from page* 1)

swelled its store of product with the purehase of Eagle Lion Classics from Pathe Industries, the company has been operating on what one official yesterday described as the "borderline between red and blaek." In other words, it has been breaking even insofar as income and outgo are concerned.

The estimate is that between the present and October there will be an ever increasing pile-up of reserve from income so that by the time the winter arrives the operation will have reached a sound profit footing. When the Arthur Krim-Robert Benjamin-Matthew Fox management group took over the company in February, UA was, in Krim's words, "on the verge of bankruptcy."

UA has been operating on a full-some release sehedule that carries to Aug. 17. During the next two weeks, the sales department is expected to draft a schedule covering release of an equally large number of pictures between mid-August and the end of the year, at least.

Hughes Says He Is Not Selling Stock

Howard Hughes, managing director of production of RKO Radio Pictures, yesterday issued the following statement:

"Occasionally rumors make their appearance which are damaging to all concerned and I feel it my duty to reply. Therefore, let me say I am not negotiating with any one whomsoever for the sale of my stock in RKO Radio Pictures, Inc. I have no intention of selling my stock. I do not care to entertain or consider any offers for the same."

Elect Oliver Trampe

(*Continued from page* 1)

rector for the first district.

The board voted to lend all possible assistance to the distressed situation of Milwaukee exhibitors.

Ben Marcus, president, presented several business stimulators to the group for adoption. Harold Pearson, executive secretary, reported on the progress of the drive-in code now in committee at the State Industrial Commission. Larry Beltz, of the Grand and Midway at Wausau, opened the regional meeting.

Calls for Unity

In Marcus's opening remarks, he stated that they are going through a very critieal phase, and that it is important that they operate as a unit rather than individuals.

The exhibitors all agreed the print shortages in many cases was caused by the film companies trying to get more film rental.

Silverstone, Aaron

(*Continued from page* 1)

At meetings to be attended by salesmen, exploitation field representatives and other members of the eompany's 31 exchange centers in the United States, Silverstone and Aaron will personally outline details of the "greater showmanship" drive and the joint-action sales-advertising merger designed to help exhibitors realize the full box-office potentials of 20th Century-Fox films.

Also to be discussed will be the beneficial experience learned from a comparison of policies of the different exchanges, with a comprehensive new policy of salesmanship to be presented to the company's sales personnel.

Meetings yesterday and today are being held by Aaron in San Francisco with the members of Far Western exehanges, while tomorrow Aaron will leave for Kansas City for two days of huddling with the eombined personnel of the remainder of the branches in his division.

Silverstone left Los Angeles yesterday to conduct meetings with the members of his Central division, following which he will tour the Eastern territory.

Argentine

(*Continued from page* 1)

American films for the next five years.

Under the monetary terms of the agreement, American companies will be able to remit "a substantial amount of dollars annually". The pact also permits liberal use of film earnings for investment within Argentina.

The difficulties that barred earlier ratification of the agreement related principally to conditions under which American films could be released in Argentine theatres. Accord on these points was reached following prolonged negotiations between MPEA executives and Argentine government representatives and after an extended series of conferences between Joaquin Rickard, the Association's manager for Latin America, and government officials in Buenos Aires.

In announeing the successful conclusion of the agreement, McCarthy paid tribute not only to Rickard but to the three-man committee of American film company representatives in Argentina which helped resolve various technical interpretations of the agreement and expedited its ultimate approval. The committee, headed by Rickard, included Stuart B. Dunlap, Loew's International; William W. Sullivan, 20th Century-Fox International, and Monroe Isen, Universal International.

Ontario Exhibitors

(*Continued from page* 1)

of Stanley E. Gosnell who had been president and treasurer. Gosnell was manager of the Uptown Theatre, Toronto. Mandell is an exeeutive of 20th Century Theatres.

J. D. MeCulloch, owner of the Iroquois Theatre at Petrolia, Ont., was promoted from director to viee-president while Lou Rosefield, owner of the Westdale Theatre, Hamilton, was the choice for treasurer.

'Mask' Premiere June 26

Columbia's Teehnieolor adventure film, "Mask of the Avenger," will have its world premiere at the Vietoria Theatre here June 26.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

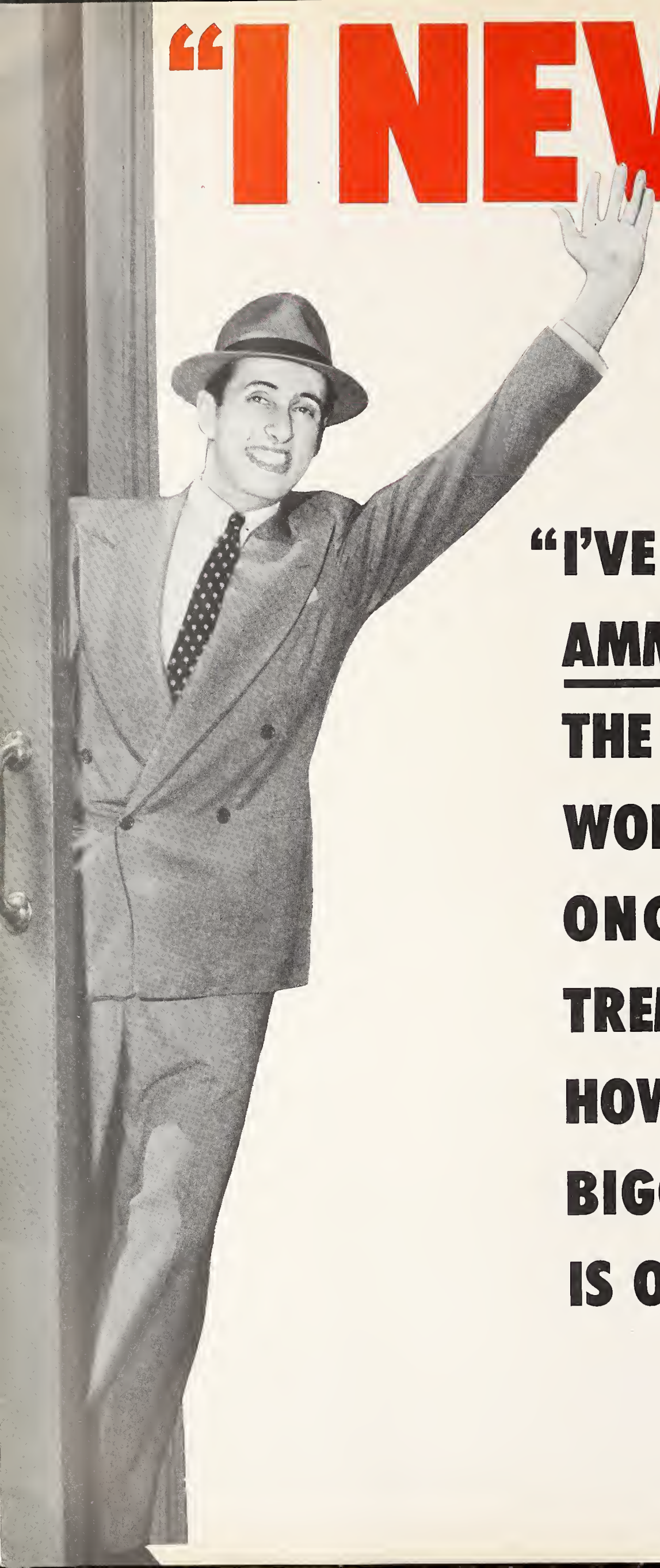
JOHN GARFIELD
SHELLEY WINTERS
in
HE RAN ALL THE WAY
PARAMOUNT TIMES SQUARE
in Person
CARMEN CAVALLARO
And His Orchestra
CY REEVES FOUR EVANS
Extra
JUANITA HALL
Midnight Feature Nightly

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AND NOW TWENTIETH CENTURY-FOX PASSES THE AMMUNITION!

"I NEVER F
IN



"I'VE SEEN WHAT WE'VE
AMMUNITION! POWER
THE INDUSTRY'S SHOW
WORLD MOVIES ARE TH
ONCE AGAIN 20th CO
TREMENDOUS BARRAGE
HOW THAT MADE SHOW
BIGGEST OFFENSIVE
IS ON! LET'S ATTACK
TOGETHER!

ELT BETTER MY LIFE!!"

GOT – AND BROTHER, WE'VE GOT THE
D BY THE LEADERSHIP THAT SET OFF
MANSHIP CRUSADE . . . AND TOLD THE
GREATEST OF ALL ENTERTAINMENT!
MES THROUGH FOR YOU WITH A
OF HITS – SUPPORTED BY THE KNOW-
MANSHIP FAMOUS! THE INDUSTRY'S



"WE'VE GOT EVERYTHING YOUR PUBLIC WANTS!"



Unusual Stories — Tremendous star power — Technicolor galore — Spectacle attractions — Exploitation pictures to make a showman's mouth water.

A SENSATIONAL BEST-SELLER! A SENSATIONAL MOTION PICTURE!



JULY

Take Care of my Little Girl

Technicolor

starring

JEANNE CRAIN

(YOUR MARGIE GAL!)

CO-STARRING

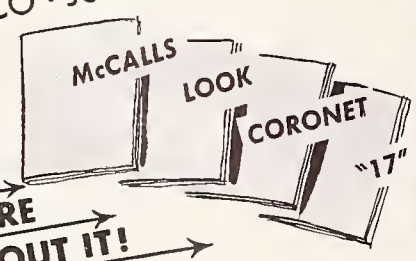
DALE ROBERTSON · MITZI GAYNOR · JEAN PETERS

Jeffrey Hunter · Betty Lynn · Helen Westcott

Directed by
JEAN NEGULESCO · JULIAN BLAUSTEIN

Produced by
JULIUS J. and PHILIP G. EPSTEIN

Screen Play by
Based on the Novel by
Peggy Goodin



THE NATIONAL MAGAZINES ARE SHOUTING ABOUT IT!

They're *all* talking about this keyhole view of sorority life!



THE STORY OF UNCLE SAM'S UNDERWATER COMMANDOS

Most unusual and stirring service picture ever made on land, air or under the seas!



JULY

THE FROGMEN

starring

RICHARD WIDMARK

DANA ANDREWS

GARY MERRILL

Produced by
SAMUEL G. ENGEL

Directed by
LLOYD BACON

Screen Play by John Tucker Battle · Story by Oscar Millard

It's gonna be a great 20th summer!

A wonderful story for the whole family—about the kind of guy that Everybody knows ....and loves

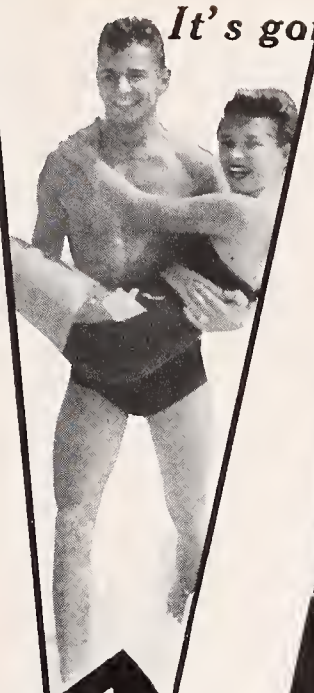
THE GUY WHO CAME BACK



JULY

starring
PAUL **DOUGLAS**
JOAN **BENNETT**
LINDA **DARNELL**

Produced by
JULIAN BLAUSTEIN
Directed by
JOSEPH NEWMAN
Screen Play by Allan Scott
Based on a Story in the Sat. Eve. Post by William Fay



AUGUST

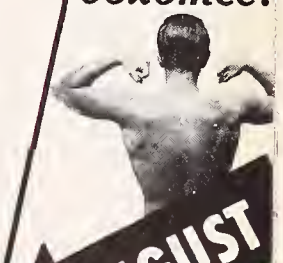
THE MOST UNUSUAL TRUE STORY IN THE ANNALS OF THE WEST!
6 women against the Desperados!



THE SECRET OF CONVICT LAKE

starring
GLENN **FORD** · GENE **TIERNEY**
ETHEL **BARRYMORE** · ZACHARY **SCOTT**
with ANN DVORAK · BARBARA BATES
Produced by
FRANK P. ROSENBERG · MICHAEL GORDON
Directed by
Screen Play by Oscar Saul
Adaptation by Victor Trivas · From a Story by
Anna Hunger and Jack Pollexfen

Put muscles in your boxoffice!



AUGUST



FLASH!

JUST PREVIEWED "NO HIGHWAY IN THE SKY"! AUDIENCE CHEERS RINGING! JAMES STEWART EQUALS "BROKEN ARROW" TRIUMPH! MARLENE DIETRICH NEVER MORE FASCINATING! GLYNIS JOHNS, JACK HAWKINS, JANETTE SCOTT SUPERB! PRODUCER LOUIS D. LIGHTON RATES BIG BOW! DIRECTOR HENRY KOSTER THROWS SUSPENSE HAYMAKER! SCREEN PLAY BY R. C. SHERRIFF, OSCAR MILLARD, ALEC COPPEL MAKES NEVIL SHUTE'S ACTION-PACKED BEST-SELLER KIND OF ENTERTAINMENT EVERYONE'S WAITING FOR!



"WE WILL PRODUCE A GREATER QUANTITY OF QUALITY PICTURES WHICH WILL SERVE AS A GREAT TONIC FOR OUR INDUSTRY AND ANSWER THE DEMAND OF THE MOVIE-GOING PUBLIC....."

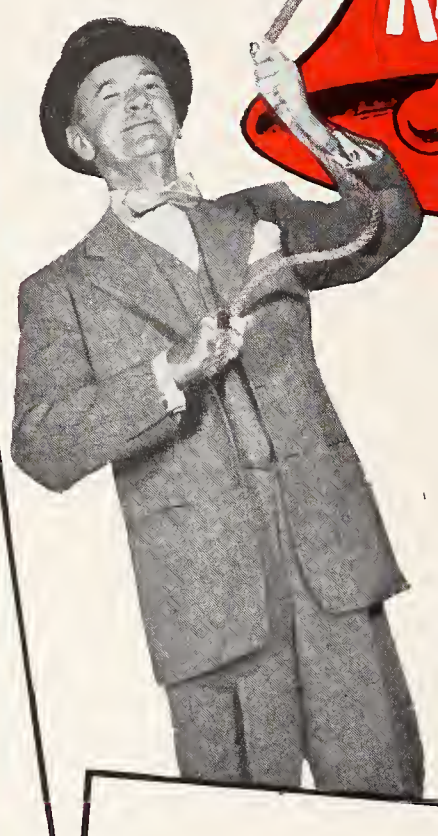
AUGUST

Belvedere is back in stride in a Big Broadway Stage Hit!

CLIFTON WEBB

in

Mr. Belvedere Rings the Bell



with

JOANNE DRU
HUGH MARLOWE
ZERO MOSTEL

Produced by ANDRE HAKIM
Directed by HENRY KOSTER
Screen Play by RANALD MacDOUGALL
Based on a Play by ROBERT E. McENROE
Presented on the Stage
by The Theatre Guild

Keep ringing the bell with 20th!



SEPTEMBER

Bound to be the talk of the Year! From the year's top best-seller— already read by 3½ million people

THE DESERT FOX



Starring
JAMES MASON
with CEDRIC HARDWICKE
JESSICA TANDY • LUTHER ADLER
Written for the Screen and Produced by
NUNNALLY JOHNSON
Directed by HENRY HATHAWAY • From the Book by DESMOND YOUNG

From the men who gave you "ALL ABOUT EVE"

THE DARRYL F. ZANUCK-JOSEPH L. MANKIEWICZ PICTURE OF 1951!

SEPTEMBER

CARY GRANT
JEANNE CRAIN



PEOPLE WILL TALK

with
FINLAY CURRIE • HUME CRONYN
From the Ploy "Dr. Proetorius" by CURT GOETZ

Produced by DARRYL F. ZANUCK • Written for the Screen and Directed by JOSEPH L. MANKIEWICZ

BER

20th -the King of Musical-Makers

BETTY GRABLE

the "Box-office Queen"

MACDONALD CAREY

MEET ME AFTER THE SHOW

RORY CALHOUN
EDDIE ALBERT • FRED CLARK
Produced by GEORGE JESSEL • Directed by RICHARD SALE

Color by TECHNICOLOR

Written by Mary Loos and Richard Sale • Suggested by a Story by Erna Lozorus and W. Scott Darling



OCTOBER

A fresh modern romance of a guy who married his landlord!

A Wac In His Life

(Temporary Title)

Produced by JULES BUCK • Directed by JOSEPH NEWMAN
Screen Play by I. A. L. DIAMOND
Based on a Novel by Scott Corbett

JUNE
HAVER
WILLIAM
LUNDIGAN
FRANK
FAY
with MARILYN MONROE





The big ones keep booming!

YOU BET YOU'RE PART OF THE 20th PICTURE!



OCTOBER



LIFE

Life Magazine kicks off greatest advance sale of the most outstanding science-fiction picture of them all!

THE DAY THE EARTH STOOD STILL

starring

MICHAEL RENNIE

PATRICIA NEAL

with Hugh Marlowe
Sam Jaffe · Billy Gray

Produced by
JULIAN BLAUSTEIN

Directed by
ROBERT WISE

Screen Play by EDMUND H. NORTH
Based on a Story by HARRY BATES



A romantic foursome in a warm and delightful story of what happens when the female strays!

NOVEMBER

CLAUDETTE COLBERT
MACDONALD CAREY
ZACHARY SCOTT

LET'S MAKE IT LEGAL

with Barbara Bates · Robert Wagner · Marilyn Monroe · Produced by ROBERT BASSLER · Directed by RICHARD SALE · Screen Play by F. HUGH HERBERT and I. A. L. DIAMOND · Based on a Story by MORTIMER BRAUS

NOVEMBER



It's Terrific! From the South Pacific!

Friendly G.I.'s! Friendly Hula Gals!

WILLIAM LUNDIGAN · JANE GREER · MITZI GAYNOR
DAVID WAYNE · GLORIA DE HAVEN

"Let's get friendly!"



Friendly Island

Technicolor



"A body of woman—surrounded by males!

with Gene Lockhart · Produced by FRED KOHLMAR
Directed by EDMUND GOULDING · Screen Play by CLAUDE BINYON, ALBERT LEWIN and BURT STYLER · Based on a Story by Edward Hope

Line 'em up with this great 20th Lineup!





"A strong, prosperous exhibition means a strong, prosperous Twentieth Century-Fox! And every associate in our organization is dedicated to serving you—our partners!"

Swashbuckling Romantic Action Hit!
The Most Ferocious—and Beautiful—
Buccaneer to Sail the Seven Seas!

NOVEMBER

ANNE of The INDIES

Color by TECHNICOLOR

Starring

JEAN PETERS · LOUIS JOURDAN · DEBRA PAGET

with HERBERT MARSHALL · THOMAS GOMEZ · JAMES ROBERTSON JUSTICE

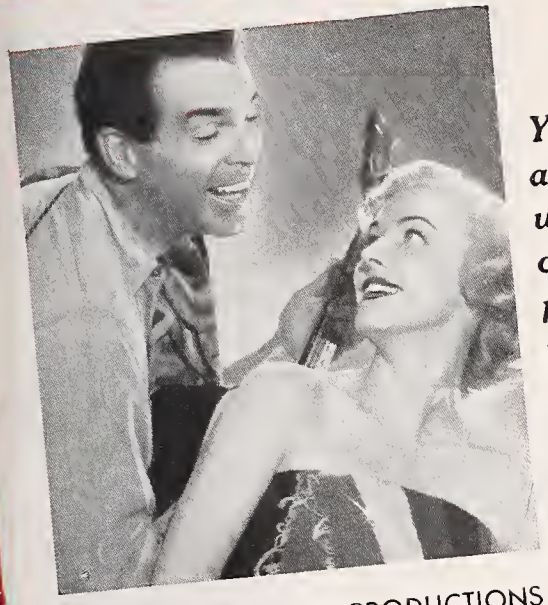
Produced by GEORGE JESSEL · Directed by JACQUES TOURNEUR

Screen Play by PHILIP DUNNE and ARTHUR CAESAR

Based on a Story by Herbert Ravenel Sass



SOON!



You'll feel like a millionaire when the crowds start pouring in for this hilarious romance of a modern gold-digger!

THOR PRODUCTIONS Presents

FRED MacMURRAY · ELEANOR PARKER

in

A MILLIONAIRE FOR CHRISTY

with RICHARD CARLSON

UNA MERKEL · KAY BUCKLEY · DOUGLAS DUMBRILLE

Produced by BERT E. FRIEDLOB · Directed by GEORGE MARSHALL · Screenplay by KEN ENGLUND · Original Story by ROBERT HARARI · Released by 20th Century-Fox

SOON!

What Is My Sin?

Lots to exploit in daring drama of a man who found himself—in a woman's arms!



A BERNHARD PRODUCTIONS Presentation

Starring **STERLING HAYDEN**

VIVECA LINDFORS · THOMAS MITCHELL

Directed by STUART HEISLER · Produced by JOSEPH BERNHARD · Co-Producer ANSON BOND

Original Screen Story by Anson Bond · Screenplay by Stephanie Nordli and Irving Shulman

Released by 20th Century-Fox

Available for Special Engagements **SEPTEMBER**

DAVID AND BATHSHEBA



Color by **TECHNICOLOR**

starring

GREGORY PECK

SUSAN HAYWARD

with

RAYMOND MASSEY · KIERON MOORE

and a cast of many thousands!

Produced by **DARRYL F. ZANUCK**

Directed by **HENRY KING**

Written for the Screen by PHILIP DUNNE

Greatest box-office picture in our history! National ad campaign will hit *1 Billion* Readers! 3 nation-spanning tours all summer! Tremendous point-of-sale appropriation! They've never come Bigger—or Better pre-sold!

You read it in Film Daily

"20th is running its own film festival"



"WE ARE DETERMIN EXHIBITOR FRIEN RESOURCE AT OU

Available for Special Engagements NOVEMBER

DECISION BEFORE DAWN

From the widely hailed Best-Seller, winner of the coveted Christopher Award, comes a tremendous achievement in motion picture making —*destined for real greatness — at the box-office and in the Screen's Hall of Fame!*



ANATOLE LITVAK and FRANK McCARTHY
PRODUCED BY

Directed by the man who gave you "The Snake Pit"
ANATOLE LITVAK

with Richard Basehart · Gary Merrill · Oskar Werner · Hildegarde Neff
Screen Play by PETER VIERTEL · Based on the Novel "Call It Treason" by GEORGE HOWE

ED TO BACK UP OUR
DS.....WITH EVERY
R COMMAND.....!"



Have you ever felt better in your life!



KEEP THEM COMING, DARRYL!

Just look at your 20th future! Here are only a few samples of pictures already rolling to guarantee your fortunes in '52!

"I'LL NEVER FORGET YOU"
TECHNICOLOR (Temporary Title)
The great love story of the year—
with an amazing science-fiction angle!
Starring TYRONE POWER and ANN BLYTH.

"ELOPEMENT"
That Belvedere Man, CLIFTON WEBB,
running away with the year's funniest hit!

"KANGAROO"
TECHNICOLOR
A whopping big outdoor spectacle
from the director of "Halls of Montezuma"
starring PETER LAWFORD, MAUREEN O'HARA!

"GOLDEN GIRL"
TECHNICOLOR
A lavish musical with a novel gold-rush twist!
MITZI GAYNOR, DENNIS DAY, DALE ROBERTSON
supply the Dance, Songs, Laughs and Romance!

"RETURN OF THE TEXAN"
All the canvas and action of the Great Texas Plains!
Starring GARY COOPER as all America
knows him best—wants him most!

"YOU AND THE NIGHT AND THE MUSIC"
TECHNICOLOR
The song and heart-filled Jane Froman story
starring SUSAN HAYWARD, THELMA RITTER,
RORY CALHOUN, DAVID WAYNE!

"VIVA ZAPATA"
A big, rousing, colorful action spectacle from
John Steinbeck's story—directed by Elia Kazan—
starring MARLON BRANDO, JEAN PETERS and MARGO!

"RED SKIES OF MONTANA"
TECHNICOLOR
The exciting, outdoor drama of the fire fighters! Starring
RICHARD WIDMARK, CONSTANCE SMITH, JEFFREY HUNTER.

"BELLES ON THEIR TOES"
TECHNICOLOR
A new book sensation by the same authors and about
the same wonderful family as "Cheaper By the Dozen".
Starring JEANNE CRAIN

KENNETH ROBERTS' "LYDIA BAILEY"
TECHNICOLOR
All the scope—and tremendous action of the acclaimed
best-seller now comes to the screen!

THE INDUSTRY'S BIGGEST OFFENSIVE IS ON!...

LET'S ATTACK TOGETHER!



THERE'S NO BUSINESS LIKE 20th BUSINESS!

20th CENTURY-FOX

PRINTED IN U.S.A.

Seven Now in Work At 20th-Fox Studio

Hollywood, June 18.—With the start of production of "Marriage Broker," Thelma Ritter-Jeanne Crain starrer, seven pictures are now before the cameras at 20th Century-Fox.

Others in work are "Viva Zapata," on location at Del Rio, Tex., with Marlon Brando and Jean Peters in the leading roles, and "Lydia Bailey," with Dale Robertson and Anne Francis in the leads.

In various stages of shooting are "A *Wac* In His Life," starring June Haver, William Lundigan and Frank Fay; "The Desert Fox," starring James Mason as Field Marshal Erwin Rommel; the science-fiction film, "The Day the Earth Stood Still," starring Michael Rennie, and the George Jessel production of "Golden Girl," story of Lotta Crabtree, starring Mitzi Gaynor.

WB Cleveland Staff Reduced

CLEVELAND, June 18. — The local Warner theatre department, headed by Nat Wolf, zone manager, has been cut to the bone, leaving only Wolf, district managers Dick Wright and Frank Harpster, bookers Joe Weinstein and Dave Yellen and secretaries Malva Rosenblatt and Hinda Saul. Robert W. Knepton, contact manager, goes to Pittsburgh; J. Knox Strachen, publicity director will also manage the Allen Theatre succeeding Howard Higley, transferred to the Variety Theatre. John Bidwell, manager of the Vogue will assist Strachan at the Allen and Edward Miller goes to the Vogue. Miller has been manager of the Hippodrome which Herbert Scheftel and Alfred G. Burger will take over on July 8. Al Stern, advertising artist; Larry Greenberg, booker; D. Leonard Halper, maintenance engineer; Robert Cox, Robert Giles, Clarence Leroy, sound engineers and the back room secretarial force are out.

Film Clips for TV 'Frogmen' Promotion

Twentieth Century-Fox will mark its first use of film clips in its New York video advertising with a major television time-buy on every TV station in the Metropolitan area to herald the world premiere of "The Frogmen" at the Roxy Theatre on June 29.

Clips from the film showing its undersea sequences will be featured in the TV trailers, which will blanket New York City and the adjacent area for a radius of 150 miles on every TV outlet beginning several days before the world premiere.

Israel, Westrex Deal

Westrex Corp. has announced closing of a deal with Yehoshua Brandstatter, president of Israel Motion Picture Studios, Ltd., Tel Aviv, for Western Electric and Westrex studio recording equipment. Brandstatter was in New York last month to negotiate the deal.

Review

"Peking Express"

(Hal B. Wallis—Paramount) *Hollywood, June 18*

USING Joseph Cotten, Corinne Calvet and Edmund Gwenn as top names to draw with, and all-out melodrama as his medium, producer Hal B. Wallis herewith throws a Sunday punch at the Red Chinese in particular and all Communists and Communism in general. Packing his picture with violence, multiple murder, torture and treason, he tells a tale of organized brigandry and inhumanity of man to man in and near the Shanghai of 1950, giving his characters, the while ample dialogue in which to state the case for Communism and the stronger case against it. Produced on the grand scale and directed without kid gloves by William Dieterle, it's a whopping production job.

The story opens with the arrival of Cotten, a surgeon in the official employ of the United Nations, arriving in Shanghai en route to Peking where, it turns out later, he is to operate on the leader of the Nationalist Chinese underground. Aboard the train to Peking he meets Miss Calvet, a sweetheart he forsook in 1945 on suspicion of moral laxity, and learns she is believed by the Communist authorities to be a loose woman possibly engaged in espionage. Also on the train are Gwenn, as a Catholic priest, Benson Fong, a Communist civilian soldier and newspaper man, Marvin Miller, a Communist official, and Li Kiu, his wife.

Fong outrages the white passengers, and Miller attempts to assassinate his wife, as the train rolls along its troubled way to a point where cut-throats in the service of Miller, who turns out to be a Communist engaged in double-crossing the Communist regime in a dozen bloodthirsty ways, waylay the train, mow down its armed defenders, and take the white party prisoner. Holding the whites as hostages, for ransom in the male cases and for favors in the case of Miss Calvet, he commits a series of killings and other violences, but is murdered finally by the wife he tried to kill. Cotten escapes with Miss Calvet on the train to Peking after a running battle in which Gwenn is killed.

It's a more complicated and actionful story than a synopsis can convey adequately, and the melodramatic stops are pulled all the way out. It is outspoken and violent throughout. The script is by John Meredith Lucas, from a story by Harry Hervey.

Running time, 85 minutes. General audience classification. For August release.

WILLIAM R. WEAVER

Virginia Exhibitors Convention Today

RICHMOND, June 18.—The Virginia Motion Picture Theatres Association summer meeting and convention will be held at the Jefferson Hotel, Richmond, tomorrow and Wednesday. The business sessions will be confined to one day. Jack Groh, chairman of the committee on arrangements, has announced a schedule which includes, tomorrow, a closed business session; discussions on film practices, advertising, television, drive-ins, and the Newport News tax fight, and guest speakers. There will also be a luncheon, cocktail party, and dinner-dance.

Wednesday morning there will be a preview of an outstanding film at the Westover Theatre, and in the afternoon that theatre and the Richmond drive-ins will be open to all exhibitors.

File Denial in Kravetz-UA Suit

Counsel for Arthur Krim, Robert Benjamin, Matthew Fox, Seymour Peyser, United Artists and the Walter Heller Co. has filed in U.S. District Court here a general denial of charges made by Max Kravetz in connection with the latter's counter suit for $616,550 claimed for damages which was filed last March against Mary Pickford, Charles Chaplin, Paul V. McNutt, Frank McNamee, et al.

Kravetz charged a conspiracy among the defendants obstructed and destroyed the furtherance of his partnership with McNutt and McNamee, formerly board chairman and president, respectively, of UA. Kravetz was secretary of the company before the stock option take-over by the Krim-Benjamin-Fox group.

Program Set For Equipment Meet

LOS ANGELES, June 18.—A full schedule of business and recreational activities has been planned for the joint convention here at the Ambassador Hotel of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association, Oct. 11-13.

The planning was done at a luncheon attended by delegates of a joint arrangements committee, including the following: from TESMA: Roy Boomer, secretary, William Kunzman of National Carbon Co. Inc., and Hal Huff of Huff's Manufacturing Co. and from TEDA: Ray Colvin, executive director, and John Filbert of John Filbert Co.

Propose Taxation Treaty for Swiss

WASHINGTON, June 18.—The State Department has submitted to the Senate a proposed double taxation treaty with Switzerland which includes film rentals in the category of royalties exempt from double taxation.

Broadens Taxing Power

TALLAHASSEE, June 18.—Bills approving charter changes granting amusement admission levies, to five broader taxing powers, including Northwest Florida cities were given final approval by the Florida legislature.

Schertz to Hyperion

Jack Schertz, formerly account executive for Starlane Productions, was named vice-president in charge of national television sales and distribution for Hyperion Films, Inc.

National Pre-Selling

"TWO Tickets for Broadway," RKO Radio's first bigtime musical in several years, is getting publicity breaks in the magazines through interest in Janet Leigh. The front cover of *Quick* magazine last week featured the star and she will get a similar break on the cover of *Life* for June 25. *Life* is carrying a story, and *Redbook* had a lengthy biography. *Look* magazine will have her picture for a cover in their mid-August issue, and *Parade* is set to devote a cover and story to the young artist. *Holiday* magazine is doing a piece about her travels, and *Esquire* will carry a series of pictures by the same photographer who did the *Life* cover.

•

***Redbook* magazine for July, on the newsstands June 27, will feature a cover and story on Esther Williams under the title "Earthbound Mermaid." The four-color cover should attract her fans and make new ones, while the story of the girl who didn't want to go in the films, and preferred to swim, makes excellent reading. Additionally, the July *Redbook* names "Captain Horatio Hornblower" as the Picture-of-the-Month, and editor Florence Somers says, "This film is the perfect answer to the criticism that 'movies are not as good as they used to be' for it is as fine a romantic adventure film as you'll ever find."**

•

"Kon Tiki" the RKO. Radio adventure film which is now in its third month at the Sutton theatre in New York, will be published as a book condensation in ten of the world editions of Reader's Digest, *beginning with the U. S. and Canadian editions in July; the Australian and English editions in August, and the Spanish, Portuguese, French, Italian, Swiss and Japanese issues in September. The domestic circulation alone is in excess of* 2,000,000 *copies.*

•

A concentrated round of national and local New York radio and television appearances to "plug" 20th Century-Fox's "On the Riviera" will be made by Sylvia Fine, who wrote the words and music of the hit tunes, sung by husband Danny Kaye in the Technicolor film. Three weeks of daily guest spots on top popularity radio and TV programs will herald the new film to more than 65,000,000 listeners and viewers from coast-to-coast. In the first week, Miss Fine was the guest celebrity on the Nancy Craig program, NBC-TV; Cholly Knickerbocker, ABC; What's My Line, CBS-TV; Strike It Rich, CBS-TV and WCBS, Family Circle, ABC, and Okey Mother, Dumont-TV. Additionally, she will appear on popular disc jockey shows.

•

Paramount has completed a national tieup with Whitman's Candy for the promotion of Bing Crosby's forthcoming film, "Here Comes the Groom." Bing will be featured in full-page, four-color ads in *Life* and the *Saturday Evening Post*, as well as in 18,000 full-color dealer displays. Paramount's fieldmen have been alerted for the tie-up.

WALTER BROOKS









20TH-FOX SET FOR '51; NOW PREPARES FOR '52

HOLLYWOOD—Its releases designated for the remainder of this year, 20th Century-Fox now looks toward 1952 and is shaping its schedule accordingly.

Thirty-six attractions, 16 in Technicolor, are finished, currently shooting or preparing for the stages. Set now for 1952 are these:

"Golden Girl," Technicolor musical based on the life of Lotta Crabtree, with Mitzi Gaynor, Dennis Day and Dale Robertson; Lloyd Bacon directing and George Jessel producing.

"Five Fingers," spy story starring James Mason, Michael Rennie and Micheline Prelle; directed by Joseph L. Mankiewicz, produced by Otto Lang.

"Mabel and Me," romantic comedy starring Dan Dailey to be directed by Henry Levin for producer Fred Kohlmar.

"Kangaroo," Technicolor outdoor action drama set in the backhills of Australia, starring Peter Lawford and Maureen O'Hara, directed by Lewis Milestone for producer Robert Bassler.

"The Marriage Broker," romantic comedy to be directed by George Cukor for producer Charles Brackett with Jeanne Crain and Thelma Ritter in the leads.

"Return of the Texan," western in a modern setting to be produced by Frank P. Rosenberg.

"You and the Night and the Music," a story in Technicolor about Jane Froman, starring Susan Hayward, Rory Calhoun, David Wayne and Miss Ritter; Lang directing and Lamar Trotti producing.

"Viva Zapata," a Darryl F. Zanuck production being directed by Elia Kazan, with Marlon Brando and Jean Peters in the leads.

"Red Skies of Montana," Technicolor action drama of the Forest Rangers, starring Richard Widmark and Constance Smith, with Joseph Newman slated to direct for producer Samuel G. Engel.

"Seeing Nellie Home," which Jessel will produce and in which Dailey will star.

"Belles on Their Toes," Technicolor musical starring Miss Crain and slated for production by Engel.

"Lydia Bailey," based on Kenneth Roberts best-seller in Technicolor, starring Dale Robertson and Anne Francis, with Jean Negulesco slated to direct for producer Jules Schermer.

"Phone Call From a Stranger," slated for production by Nunnally Johnson.

"The Dizzy Dean Story," in which Dailey will play the title role and which Schermer will produce.

"Father Does a Strip," Technicolor comedy with June Haver and Dailey, to be produced by Robert Bassler.

"I Don't Care," a George Jessel Technicolor production.

"Way of a Gaucho," Technicolor Tyrone Power starrer set in Argentina, with Philip Dunne as producer.

"White Witch Doctor," slated for Technicolor production by Otto Lang.

Meanwhile, the July-through December schedule has been determined by the distribution department. Here is the latest detail:

July—"Take Care of My Little Girl," "keyhole view" of sorority life starring Jeanne Crain, with Jean Negulesco directing for producer Julian Blaustein, in Technicolor.

"The Frogmen," starring Richard Widmark, Dana Andrews and Gary Merrill in a story of the Navy's underwater commandos, which was directed by Lloyd Bacon and produced by Samuel G. Engel.

"The Guy Who Came Back," story of a football star past his prime, starring Paul Douglas, Joan Bennett and Linda Darnell. Joseph Newman directed and Julian Blaustein produced.

August—"No Highway in the Sky," which stars James Stewart and Marlene Dietrich in the story of a transatlantic flight, directed by Henry Koster for producer Louis D. Lighton.

"The Secret of Convict Lake," starring Glenn Ford, Gene Tierney, Ethel Barrymore and Zachary Scott, with Michael Gordon as director and Frank P. Rosenberg as producer.

"Mr. Belvedere Rings the Bell," adapted from the stage hit, "The Silver Whistle," starring Clifton Webb, Joanne Dru and Hugh Marlowe, with Henry Koster directing for producer Andre Hakim.

"Decision Before Dawn," produced and directed in Germany by Anatole Litvak, with Frank McCarthy as associate producer, and starring Richard Basehart, Gary Merrill, Oskar Werner and Hildegarde Neff.

September—"David and Bathsheba," Biblical story produced in Technicolor by Darryl F. Zanuck and directed by Henry King, with Gregory Peck and Susan Hayward

(*Continued on page* 18)

Scenes from forthcoming 20th Century-Fox releases, top to bottom: "David and Bathsheba," with Gregory Peck and Susan Hayward; "The Desert Fox," with James Mason and Jessica Tandy; "No Highway in the Sky," with James Stewart and Marlene Dietrich; "Take Care of My Little Girl," with Jeanne Crain.

FULL HEAD OF STEAM BEHIND NEW RELEASES

A ROUND-UP of merchandising and exploitation tie-ups arranged by 20th Century-Fox on behalf of current and future releases follows:

"Take Care Of My Little Girl" is getting a send-off from leading magazines. *McCall's, This Week, Look, Coronet, Quick, Pic, Pageant, Seventeen, Country Gentleman, Compact* and *Scholastic* are among the publications giving extensive coverage to the film. In addition, "Take Care Of My Little Girl" will be heralded on the cover of *Modern Screen, Screenland, Screen Stories, Screen Guide* and *Movie Pix*.

★

A tie-up resulting in full-page ads in eight top national publications has been set by 20th Century-Fox with the Electric Auto-Lite Co. for "Meet Me After the Show." Copy which features Betty Grable, with full credit to the Technicolor musical, will appear in the fall, blanketing the national market from August through September. Magazines include *Life, Saturday Evening Post, Look, Country Gentleman, Collier's, Farm Quarterly, Southern Agriculturist* and *Rural Gravure*.

★

A one-woman radio publicity campaign in behalf of "Friendly Island," is being waged by Gloria De Haven during her time-off from appearances at the Versailles, New York night club. Miss De Haven, who will continue her guest appearances for "Friendly Island" throughout her engagement, has already plugged the film on the following programs: Mary Margaret McBride (ABC), Wayne Howell (NBC), Poole's Paradise (MBS), Quick As A Flash (ABC), Gloria Swanson (MBS), Luncheon at Sardi's (WOR), Cholly Knickerbocker (WJZ), Binnie Barnes (ABC), Johnny Olsen's Show (ABC) and Robbins Nest (WINS).

★

Members of Underwater Demolition Teams in World War II will aid in ballyhooing "The Frogmen," with the former underwater commandos being contacted by the company for radio and TV appearances throughout the country. Plans are also in the making for a special reunion of Frogmen from the last war at the world premiere at the Roxy, New York.

Taking advantage of the fact that the New York premiere of "The Frogmen" coincides with "National Swim for Health Week," 20th Century-Fox is preparing special posters for swimming pools and bathhouses throughout the metropolitan New York area.

The poster, headed "Swim For Health," ties in the picture by exhorting swimmers to "relax at the movies and see the Navy's daring Underwater Commandos Swim For Victory in 'The Frogmen.'" Roxy Theatre credits are included.

★

Prominent educators in the Greater New York area and other notables interested in the nation's youth will be guests at a special screening June 26 of "Take Care of My Little Girl." Among those who are being invited are Mrs. Eleanor Roosevelt, Edward R. Murrow, Harold W. Dodds, president of Princeton University; William Jansen, Superintendent of Schools in New York; Harold Taylor, president of Sarah Lawrence College; Harry N. Wright, president of City College; Millicent Carey McIntosh, dean of Barnard College; George N. Shuster, president of Hunter College, and Harry D. Gideonse, president of Brooklyn College.

Also expected are leading students of colleges in the metropolitan area, education writers for New York newspapers and radio and TV commentators.

★

The company anticipates that the exploitation tie-ups arranged with leading manufacturers for "Take Care of My Little Girl" will see the campaign take its place alongside those for "The Black Rose" and "Bird of Paradise" as one of the most complete and extensive in the history of the company.

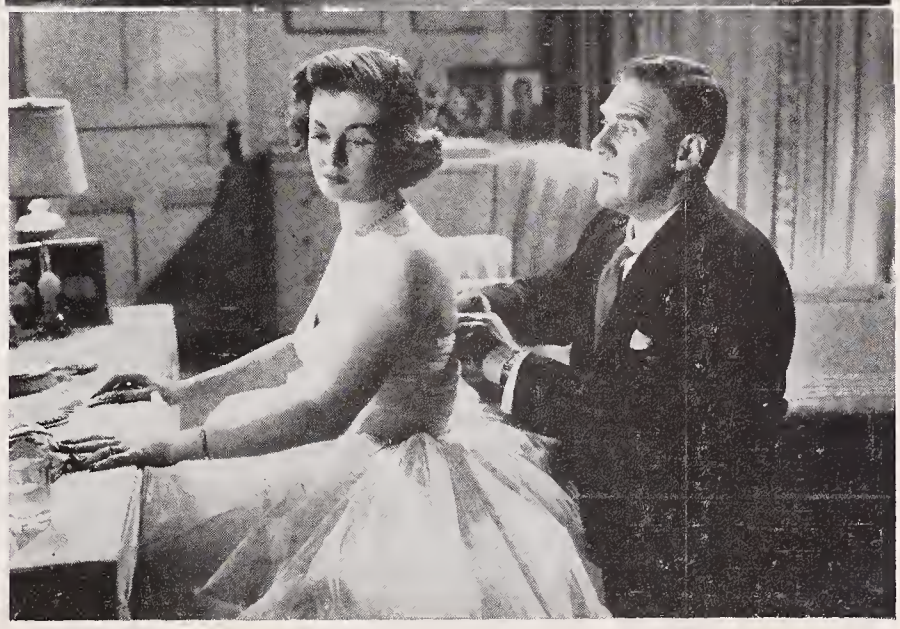
Among the leading national manufacturers whose products are tied-in with the film are Whitman's Chocolates, the Electric Auto-Lite Corp., Motorola, Inc., the Campbell Soup Co., the Tea Bureau, the Estate Stove Co. and the Kitchen Queen Dishwasher Co.

Tie-ups will see the benefit by full-page color ads in leading national magazines, including *Life, Look, Saturday Evening Post, Coronet, Woman's Home Companion, Better Homes and Gardens, Quick, Good Housekeeping, McCall's, Woman's Day, Ladies' Home Journal.*



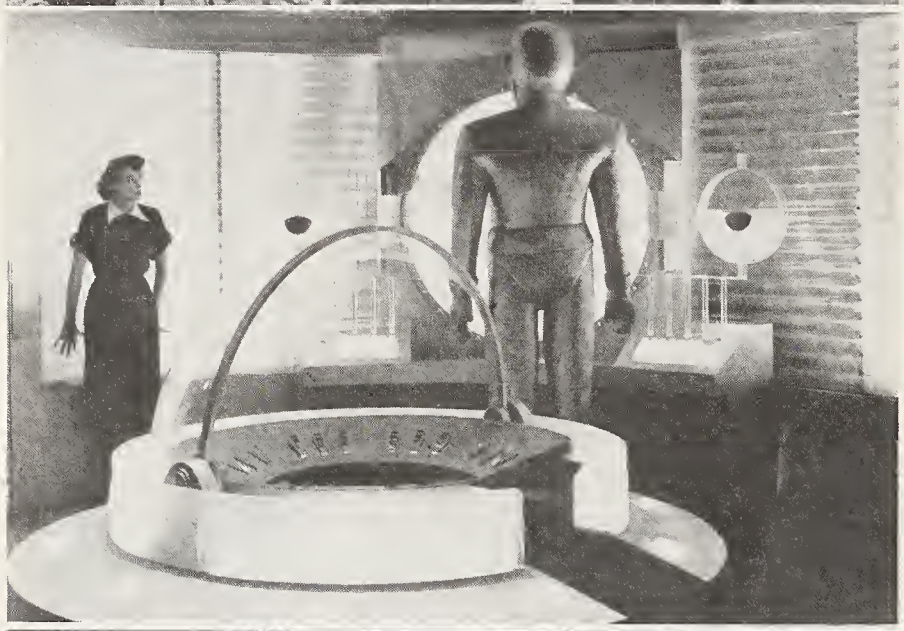






Additional scene stills from impending releases, top to bottom: "Mr. Belvedere Rings the Bell," with Clifton Webb, Joanne Dru and Hugh Marlowe; "People Will Talk," with Cary Grant and Jeanne Crain; "Meet Me After the Show" with Betty Grable and Macdonald Carey; "The Guy Who Came Back," with Paul Douglas, Joan Bennett and Linda Darnell.









NAT'L DRIVE ON "DAVID" IS SET

ONE of the greatest advertising barrages in film history is being set in motion for Darryl F. Zanuck's "David and Bathsheba" with one billion reader impressions hitting every man, woman and child in the country at least 15 times from July through October, according to 20th Century-Fox.

The campaign will hit major mass circulation national magazines with a combined readership of 150,000,000, all the fan magazines, a host of farm and religious publications with a combined readership of 86,000,000, and every major Sunday newspaper supplement in the United States with a total readership of 175,000,000. Copy will hit three to six times.

The national magazine schedule includes *Life, Look, Time, Newsweek,* the *Saturday Evening Post, McCall's, Redbook, Collier's, Ebony* and *Our World.* Sunday supplement advertising will include the *American Weekly, This Week, Parade* and *Pictorial Review,* covering 94 key metropolitan area newspapers, plus the New York *Sunday News, Times* and *Mirror* and 14 other individual independent supplements not covered by the others. Each publication will be hit with no less than three inserts, while the supplements in Boston, Chicago, Cleveland, Detroit, Los Angeles and New York will run "David and Bathsheba" copy every week for a six-week period.

Copy, which is designed to capture the widest possible audience appeal, will be keyed to offer a free color brochure to readers with several million to be printed for shipping to every part of the country.

Advertising copy will blanket newspaper Sunday supplements in the following cities: Atlanta, Akron, Albany, Boston, Baltimore, Bridgeport, Birmingham, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Detroit, Denver, Dallas, Des Moines, El Paso, Erie, Fort Wayne, Greenville, S. C.; Harrisburg, Hartford, Houston, Indianapolis, Jacksonville, Jamaica, L. I., Knoxville, Los Angeles, Little Rock, Long Beach, Cal., Louisville, Miami, Milwaukee, Madison, Wisc., Memphis, Minneapolis, New Orleans, New York, Newark, Nashville, New Haven, New Bedford, Mass., Oakland, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, Ore., Portland, Me., Peoria, Phoenix, Providence, Rochester, San Francisco, St. Louis, Syracuse, St. Paul, Salt Lake City, San Diego, Scranton, Spokane, San Antonio, Seattle, Toledo, Washington, D. C., Wichita, Worcester and Youngstown.

"David and Bathsheba" will also receive one of the largest radio and TV barrages ever lavished on a motion picture, the company states.

It is expected that further coverage by the magazines such as *Life, Look, Collier's* and the *Saturday Evening Post* will make "David and Bathsheba" one of the most widely publicized films via magazines in motion picture annals.

A collateral subsidiary campaign will be waged by the Ford Corp. and the Fruehauf Trailer Co.

SET FOR 1951

(*Continued from page* 16)

in the leading roles.

"People Will Talk," story concerning the medical profession, produced by Darry F. Zanuck and directed by Joseph L. Mankiewicz, with Cary Grant and Jeanne Crain.

"The Desert Fox," based on the current best-seller about the late Field Marshal Rommel, starring James Mason and Jessica Tandy, with Henry Hathaway directing for Nunnally Johnson.

October—"A Wac in His Life," starring June Haver and William Lundigan in the story of a G.I. who returns home to become a reluctant landlord; directed by Joseph Newman for producer Jules Buck.

"Meet Me After the Show," Technicolor musical starring Betty Grable and Macdonald Carey, directed by Richard Sale and produced by George Jessel.

"The Day the Earth Stood Still," science-fiction drama starring Michael Rennie and Patricia Neal, with Robert Wise directing for producer Julian Blaustein.

November — "Friendly Island," Technicolor musical starring William Lundigan, Gloria De Haven, Jane Greer and Mitzi Gaynor; directed by Edmund Goulding for producer Fred Kohlmar.

"Let's Make It Legal," romantic comedy directed by Richard Sale for producer Robert Bassler, with Claudette Colbert and Macdonald Carey in the leads.

"Anne of the Indies," Technicolor romantic drama of the high seas starring Jean Peters, Louis Jourdan and Debra Paget, with Jacques Tourneur directing for producer George Jessel.

December — "I'll Never Forget You," starring Tyrone Power and Ann Blyth, in Technicolor story and directed by Roy Baker for producer Sol C. Siegel.

"Elopement," slated for production by Fred Kohlmar, with Clifton Webb in the lead.

"Decision Before Dawn," with Richard Basehart, Gary Merrill, Oskar Werner and Hildegarde Neff; "The Day the Earth Stood Still," with Michael Rennie and Patricia Neal; "The Secret of Convict Lake," with Glenn Ford, Gene Tierney, Ethel Barrymore and Zachary Scott; "The Frogmen," with Richard Widmark, Dan Andrews and Gary Merrill.

'New Era' Forecast As Exhibitors See Exclusive TV Bow

ALBANY, N. Y., June 18.—Albany district exhibitors and visitors from New York expressed the belief that they witnessed the beginning of a new motion picture era at Fabian's Palace on Friday when more than 4,000 turned out to watch the exclusive theatre telecast of the Joe Louis-Lee Savold fight.

They were deeply impressed by the number of persons attending, the strong audience reaction and the technical quality of the presentation.

Executives of the Fabian, Schine, Reade, Loew's, Warner, Kallet and Benton circuits agreed on "the unlimited possibilities" of theatre telecasting and on its potential shot-in-the-arm effect on box-offices. J. L. Olshansky, owner-operator of the Colonial here and the only small independent operator present, praised the videocast as "a progressive step in association between television and the theatre," but he raised the question, "Where does the small exhibitor fit into the participating picture, on an equitable formula, in towns where there are circuit and independent theatres?"

Sidney Kallet, Kallet Theatres, Oneida, who suggested the possible comparison between exclusive theatre telecasting and the advent of talking pictures, said he believed many theatres would add video equipment, bringing down the installation cost and making possible a great number of more exclusive telecasts of sporting and other events.

Others who took a favorable view of prospects for the new medium were Charles A. Smakwitz, Warner zone manager; William Kraemer, Schine circuit, Gloversville; Jack Harris, Walter Reade Theatres, and James Benton of Benton Theatres, Saratoga. Fabian executives, including Edward L. Fabian, Louis R. Golding, Bernie Brooks, Nat Lapkin and Saul J. Ullman, expressed enthusiasm.

Bout Stirs Cleveland Interest in Theatre TV

CLEVELAND, June 18.—Local exhibitors were greatly impressed by the success of the first exclusive theatre telecast in this city last Friday when RKO's Palace drew a capacity crowd for the Louis-Savold fight.

Jack Platt, RCA local sales manager, reported today that installation inquiries are coming from operators of both first and subsequent run theatres in this territory.

'Unqualified Success' at Shea's Fulton in Pitts.

PITTSBURGH, June 18.—The Fulton Theatre's exclusive theatre telecast of the Louis-Savold fight was termed an unqualified success by manager John D. Walsh. He said that the house assuredly will be sold out again for the La Motta-Murphy fight, the next exclusive theatre TV event scheduled for June 27.

The Fulton was the only theatre of the nine houses participating in the telecast to use the event as the main feature. The box-office was closed and the theatre emptied before the fight tickets, scaled at $1.30, were placed on sale. The normal evening admission is 85 cents.

Theatre TV Network

(*Continued from page* 1)

prices at a few houses drew no protests.

Despite the results, however, no circuit official would say that any house made money nor is there much prospect of such an attraction getting out of the red until more theatres are able to participate. Wire and service charges are the biggest item and the one that could be pro-rated if more theatres joined in.

Efforts are being made by Nathan Halpern, Theatre Owners of America and Fabian theatre TV consultant, to line up more houses for the La Motta-Murphy telecast on June 27, but equipment shortages and lack of cable facilities are likely to keep the number near the nine original participants. An RCA spokesman said yesterday that it is unlikely that his company will be able to install equipment in time and the cable difficulties may again keep theatres in Detroit, Minneapolis, Boston and Binghamton, N. Y., from receiving the closed telecast.

Nevertheless, theatre television has received tremendous impetus from Friday's affair. A run down of grosses reported from the field shows money-making potentialities.

Albany: Fabian's 3,700-seat Palace drew more than 4,000 persons at a regular admission of 74 cents. The gross more than doubled a good Friday night.

Baltimore: Loew's Century filled its 3,000 seats at the regular 65 cent admission and turned several hundreds away. The gross was 40 per cent above a comparable night. Many patrons came early and stayed for the fight after the screen bill. The 1,500-seat Harlem reported a gross 200 per cent above normal.

Chicago: Balaban and Katz's State-Lake and Tivoli sold out early and turned away hundreds. The State-Lake, which uses Paramount's intermediate film TV system, showed the fight again at the next show.

Cleveland: RKO's Palace raised its scale from 75 cents to 90 cents and filled its 3,300 seats easily. The $2,000 gross was almost double the usual figure.

Pittsburgh: Shea's Fulton, which held a special show at a raised admission of $1.30, grossed $1,856, triple the usual figure, and turned away hundreds.

Washington: RKO's Keith sold out long before the fight, as did the Lincoln, which raised its price to match the Keith's 90 cents.

Andrew Grainger, head of Shea's TV activities, said here yesterday that the Fulton would put its seats on a reserved basis for the La Motta-Murphy fight. It is believed that some of the other theatres will adopt a similar method, with most of the houses closing their box-offices for a period before putting the fight tickets on sale.

The hope that the theatres will continue to keep prices down and to show the next fight as an added attraction was voiced here yesterday by exhibitors interested in the forthcoming theatre TV hearings before the Federal Communications Commission. It is felt that these telecasts will be watched closely by the FCC members and that any unfavorable reaction to price hikes might be harmful.

Louis-Savold Films Ready for Theatre

Films of the Joe Louis-Lee Savold fight are available for theatrical release, it was announced here yesterday. The 25 minute short was made by K.C.R. Pictures for the International Boxing Club.

Bill Corum narrated the event and Joe Roberts supervised production. Max Kase of the *Journal-American* is the third principal of K.C.R. Pictures.

CBS-TV announced yesterday that a film of the Louis-Savold fight will be shown tomorrow night on Pabst Beer's regular Wednesday night boxing program. It will be the first time the bout has been available to the home television audience.

Same IBC Terms For Next Bout

The International Boxing Club, sponsors of the exclusive theatre telecasts of its fights, yesterday expressed its satisfaction with the results of the Louis-Savold fight, both at the Madison Square Garden box-office and in the theatres and added the hope that it would realize a little more cash from the theatres in the forthcoming La Motta-Murphy bout on June 27. Terms for the Louis-Savold telecast rights were a $10,000 guarantee or 40 cents per theatre seat and will remain the same for the next but the IBC spokesman looked for more theatres to join the network.

ATOI Cites Danger

(*Continued from page* 1)

short sight sell features to television that were made possible in the first place only by the revenue that was obtained from their regular customers—the theatre owners. Of course, they will start out by making only old pictures available to TV but this product will compete with many theatres operating on a marginal profit that in the order of things play pictures on a very late availability. As these theatres are forced to close, the producers will justify themselves in moving up the availability of their films for TV because of the loss of some theatre revenue and because the elimination of small theatres will mean their last theatre playdates will be liquidated that much earlier. As TV encroaches on the deepest runs remaining they, too, will be forced out. As there becomes fewer and fewer 'points of sale,' and movies get less accessible, theatre customers will diminish," it was stated.

Quality Decisive

"The biggest reason that the theatres will continue to be patronized is the quality of product that they have to offer," the ATOI continued. "Even in many towns where business is very seriously off, a real good picture continues to equal or exceed old records. With the huge sums that are necessary to make a top quality production it is economically impossible to retrieve the investment except through theatre box-offices. As long as the motion picture theatre has this kind of merchandise to sell the public they will stay in business," declared the ATOI.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"HARD, FAST and BEAUTIFUL"

ALBANY	Fox Scr. Rm. 1052 Broadway	Tues. 6/26	8:00 P.M.
ATLANTA	RKO Scr. Rm. 195 Luckie St., N.W.	Tues. 6/26	2:30 P.M.
BOSTON	RKO Scr. Rm. 122-28 Arlington St.	Tues. 6/26	10:30 A.M.
BUFFALO	Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues. 6/26	10:30 A.M.
CHARLOTTE	Fox Scr. Rm. 308 S. Church St.	Tues. 6/26	2:00 P.M.
CHICAGO	RKO Scr. Rm. 1300 S. Wabash Ave.	Tues. 6/26	2:00 P.M.
CINCINNATI	RKO Scr. Rm. 12 East 6th St.	Tues. 6/26	8:00 P.M.
DALLAS	Para. Scr. Rm. 412 S. Harwood St.	Tues. 6/26	2:30 P.M.
DENVER	Para. Scr. Rm. 2100 Stout St.	Tues. 6/26	2:00 P.M.
DES MOINES	Fox Scr. Rm. 1300 High St.	Tues. 6/26	1:00 P.M.
DETROIT	Blumenthals Scr. Rm. 2310 Cass Ave.	Tues. 6/26	2:30 P.M.
INDIANAPOLIS	Univ. Scr. Rm. 517 N. Illinois St.	Tues. 6/26	1:00 P.M.
LOS ANGELES	RKO Scr. Rm. 1980 S. Vermont Ave.	Tues. 6/26	2:00 P.M.
MEMPHIS	Fox Scr. Rm. 151 Vance Ave.	Tues. 6/26	2:00 P.M.
MILWAUKEE	Warn. Scr. Rm. 212 W. Wisconsin Ave.	Tues. 6/26	2:00 P.M.
MINNEAPOLIS	Fox Scr. Rm. 1015 Currie Ave.	Tues. 6/26	2:00 P.M.
NEW HAVEN	Fox Scr. Rm. 40 Whiting St.	Tues. 6/26	2:00 P.M.
NEW ORLEANS	Fox Scr. Rm. 200 S. Liberty St.	Tues. 6/26	10:30 A.M.
NEW YORK	Paris Theatre 4 West 58th Street	Tues. 6/26	10:30 A.M.
OKLAHOMA	Fox Scr. Rm. 10 North Lee St.	Tues. 6/26	10:30 A.M.
OMAHA	Fox Scr. Rm. 1502 Davenport St.	Tues. 6/26	1:00 P.M.
PHILADELPHIA	RKO Scr. Rm. 250 N. 13th St.	Tues. 6/26	2:30 P.M.
PITTSBURGH	RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues. 6/26	1:30 P.M.
PORTLAND	Star. Scr. Rm. 925 N.W. 19th Ave.	Tues. 6/26	2:00 P.M.
ST. LOUIS	RKO Scr. Rm. 3143 Olive St.	Tues. 6/26	2:30 P.M.
SALT LAKE CITY	Fox Scr. Rm. 216 East 1st St. South	Tues. 6/26	1:15 P.M.
SAN FRANCISCO	RKO Scr. Rm. 251 Hyde St.	Tues. 6/26	2:00 P.M.
SEATTLE	Jewel Box Scr. Rm. 2318 2nd Ave.	Tues. 6/26	2:00 P.M.
SIOUX FALLS	Hollyw'd Thea. 212 N. Philips Ave.	Tues. 6/26	10:00 A.M.

"Everybody must be at the Companion-approved movie!"



With women who want to be in the swim, the latest COMPANION-approved movie is a signal to dash to their local theater. They do it time and again—that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine*.

**Except of course the fan magazines!*

Currently advertised in the COMPANION:

"Show Boat"— METRO-GOLDWYN-MAYER
"His Kind of Woman"— RKO RADIO PICTURES
"Mr. Imperium"— METRO-GOLDWYN-MAYER

Woman's Home COMPANION
AVERAGE CIRCULATION: MORE THAN 4,000,000

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 118 NEW YORK, U. S. A., TUESDAY, JUNE 19, 1951 TEN CENTS

To Implement Argentine Pact at Once

Substantial Remittances Due the Film Companies

American motion picture companies soon will resume shipment of motion pictures to Argentina, ending an impasse that has kept the product of major American film studios out of that country for more than two years.

This was announced here yesterday by John G. McCarthy, Motion Picture Export Association vice-president, following word from Buenos Aires over the weekend that the Argentine government had issued official orders for immediate implementation of the film agreement between the two countries.

The agreement, originally negotiated in 1950 by Eric Johnston, MPEA president, and Dr. Ramon Cereijo, then Argentine Minister of Finance, provides for unrestricted entry of

(*Continued on page 2*)

20th Offers Gratis 24-sheets in Drive

Twentieth Century-Fox will make available gratis to all exhibitors who contract for billboard space a number of 24-sheets advertising the company's pictures, it was revealed here yesterday. The company made the decision in this respect at its Los Angeles sales convention last week.

The offer is being made as part of the company's "greater showmanship"

(*Continued on page 2*)

Silverstone, Aaron To Field Meetings

Implementing the conclusions and policies formulated at the 20th Century-Fox Los Angeles convention, Arthur Silverstone and Edwin W. Aaron, Eastern and Western sales managers, will tour their respective divisions this week to bring the results and experience gained at the conclave to the attention of all sales personnel in their territories.

(*Continued on page 2*)

Regents Week, New Films Lift N. Y. First Run Grosses

The advent of new product and the prospect of patronage from high school youths free from school because of regents' examinations is giving Broadway first runs a welcome lift at the box-office this week.

"Half Angel" is opening nicely at the Roxy where the film, with the Andrews Sisters on stage, is expected to gross a healthy $80,000 for the first week. "On the Riviera" closed its stand of slightly more than three weeks with $88,000 for the final nine days, a figure somewhat above the previous estimate.

Also opening with strength is "Sirocco" at the Capitol; a gross of $40,000 is expected for the first week. Ethel Waters heads the stage bill. The Criterion is off to a good start with "Native Son"; if the weekend pace is maintained the first stanza should finish with a gross of around $20,000.

The standout attraction in New York continues to be "The Great

(*Continued on page 2*)

See UA Safely In Black by October

United Artists officials are of the opinion that the company will be operating comfortably in the black by next October, some 16 months before the expiration of the two-year period the new management was given to show a profit operation under the terms of its stock option take-over.

The option agreement provides for an additional year in which the new management could attempt to bring the company into the black if the goal was not attained at the end of the first two years.

Since early May, shortly after UA

(*Continued on page 2*)

Elect Oliver Trampe Wisc. Allied Head

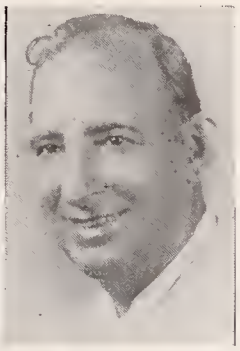
MILWAUKEE, June 18.—At the regular meeting of the board of directors of Allied Independent Theatre Owners of Wisconsin convened in conjunction with the third regional meeting of the year, Oliver Trampe was appointed to fulfill the unexpired term of his late father, Charles W. Trampe, as di-

(*Continued on page 2*)

THEATRE TV SHOWS DRAWING POWER

Services Today for Joseph Hornstein

Funeral services will be held at 10:15 this morning at the Riverside Funeral Chapel for Joseph Hornstein 65. Hornstein, president of Joe Hornstein Co., theatre equipment distributors, died at his home suddenly on Sunday.



Joseph Hornstein

An industry pioneer, Hornstein dealt with nickelodeons when he started his career. He was a member of Motion Picture Pioneers and the Cinema Lodge of B'nai B'rith. He also was an honorary member and former treasurer of Local No. 306, Independent Motion Picture Operators Union. He is survived by the widow, Mrs. Ethel Rosenthal Hornstein, three sons and a sister.

ATOI Warns of Television Dangers

INDIANAPOLIS, June 18.—The Associated Theatre Owners of Indiana, in a bulletin to members and the trade generally warns that "the greatest danger to the future of many theatres is that motion picture companies whose facilities and resources have been created through dollars taken in at theatre box-offices will in avarice and

(*Continued on page 19*)

Harry Mandell Heads Ontario Exhibitors

TORONTO, June 18.—At an executive meeting of the Motion Picture Theatres Association of Ontario, the directors named Harry S. Mandell, vice-president since last November, to the office of president for the balance of the year because of the recent death

(*Continued on page 2*)

Executives Say Network Still 'Expensive Venture,' Need More Participants

While theatre television's pioneer network experiment came off with top honors when nine theatres filled to capacity last Friday night with the Louis-Savold fight on their screens, home office circuit executives were inclined yesterday to stress that the operation is still an expensive, trail-breaking adventure.

On two important points, the draw of the attraction and audience response, the experiment was an overwhelming success. The enthusiastic patrons who filled all seats and taxed the standee limitations were delighted with their "ringside" view of the proceedings. Grosses doubled and tripled the usual Friday night box-office figures and advanced

(*Continued on page 19*)

MPA Cites Success Of Fight Telecast

WASHINGTON, June 18.—A report painting in fairly glowing terms the success of Friday's theatre televising of the Louis-Savold fight is being circulated among Motion Picture Association of America member companies.

The report, prepared by Edward Cheyfitz, stresses both the box-office success and the favorable audience reaction.

Average Attendance Is 23 Times Yearly

WASHINGTON, June 18.—The average person in the U. S. went to indoor theatres 23 times during 1948, the U. S. Census Bureau reported today.

Continuing to make public data on theatre business based on the 1948 Census of Business, the Bureau said that 17,689 theatres—exclusive of drive-in and portable theatres—reported a total seating capacity of 11,-

(*Continued on page 15*)

20th Century-Fox Product Announcement, Pages 3—18

Personal Mention

BERNARD KRANZE, executive assistant to United Artists vice-president WILLIAM J. HEINEMAN, will leave here today for a business tour of the East.

•

WALTER READE, head of Walter Reade Theatres, announces the birth of a son to his daughter, MRS. EDWIN GAGE, the former SUZANNE READE, at Lenox Hill Hospital here. The son was named THOMAS EDWIN.

•

MAURICE A. BERGMAN, Universal's director of public relations, will be one of the guest speakers at the annual convention of the Mississippi Theatre Owners in Biloxi next Monday.

•

OSCAR MORGAN, general sales manager of Paramount News and short subjects, will leave here for Boston today on a two-day business trip.

•

WILLIAM C. MACMILLEN, JR., Pathe Industries president and Souvaine Selective Pictures board chairman, will leave here today for Hollywood.

•

MILTON PERLMAN, head of Athena Films, and MRS. PERLMAN, are the parents of a son born here Monday at the French Hospital.

•

DR. HERBERT T. KALMUS, president and general manager of Technicolor, will arrive here from Europe aboard the *S. S. Queen Elizabeth* tomorrow.

•

RAY KELLER, Walt Disney studio executive, has arrived here from the Coast for conferences.

20th's 24-sheets

(*Continued from page* 1)

drive to aid the exhibitor in merchandising pictures to the ultimate consumer, 20th-Fox reported.

In line with the offer, the company's joint-action sales staff will be slated to work with exhibitors on local levels to obtain maximum box-office potential from each 20th-Fox release.

Pressbooks on 20th Century-Fox releases are being readied at least two months in advance of release dates in order to give exhibitors ample time to work out local campaigns before playdates.

Already completed are campaign books on "Take Care Of My Little Girl," "The Frogmen," "The Guy Who Came Back" and "The Secret Of Convict Lake," Pressbooks on "No Highway In The Sky" and "Mr. Belvedere Rings The Bell" will be available shortly.

Scientifically - designed advertising copy, angled for smaller communities throughout the country, are being prepared and will be featured on a special page of each campaign book.

Small-town copy with emphasis on action, family and home town appeal, have already been prepared for "Take Care Of My Little Girl," "The Guy Who Came Back," "The Frogmen," "As Young As You Feel" and "The Secret of Convict Lake."

NY Grosses

(*Continued from page* 1)

Caruso." Its sixth week at Radio City Music Hall is due to gross $136,000 and the picture and stage show will hold for a seventh week, at least. A previous estimate for the fifth week undershot the mark and the final figure is reported to be $141,000, which topped the fourth week's take.

"Hollywood Story" is having an okay second week at the Paramount, with $43,000 due, but it will be replaced by "He Ran All the Way" tomorrow. Herbie Fields and his band head the current stage show.

"Four in a Jeep" is doing near-capacity business at the small and swank Paris Theatre, with a total gross for the first week reported at $10,500. The picture is said to have set a house record on opening day, when it took in $1,577.

'Fabiola' Doing Well

At the Victoria, "Fabiola" is standing up well with $19,000 due for a third week. "Night Into Morning" is dull at Loew's State; the second week's gross will not hit $10,000. "Samson and Delilah" will take over there tomorrow. "M" is holding at the Globe for a third week; the second week's gross is estimated at a satisfactory $9,000.

"Goodbye, My Fancy," looks like it will do $8,000 for a third week at the Holiday Theatre. "Valentino" is still holding on at the Victoria, but the estimated gross for the ninth week, some $6,000, shows the picture is beginning to slip.

"Kon-Tiki" is still strong at the off-Broadway Sutton, with a respectful $8,600 reported for the 11th week. "Teresa" is consistent at the Trans Lux 52nd Street, with another $4,000 due for the 11th week. It will hold for another stanza or two.

The Bijou continues to do good business with its two-a-day run of "Tales of Hoffman"; the 11th week gross is expected to hold to a steady $12,000.

See UA

(*Continued from page* 1)

swelled its store of product with the purchase of Eagle Lion Classics from Pathe Industries, the company has been operating on what one official yesterday described as the "borderline between red and black." In other words, it has been breaking even insofar as income and outgo are concerned.

The estimate is that between the present and October there will be an ever increasing pile-up of reserve from income so that by the time the winter arrives the operation will have reached a sound profit footing. When the Arthur Krim-Robert Benjamin-Matthew Fox management group took over the company in February, UA was, in Krim's words, "on the verge of bankruptcy."

UA has been operating on a full-some release schedule that carries to Aug. 17. During the next two weeks, the sales department is expected to draft a schedule covering release of an equally large number of pictures between mid-August and the end of the year, at least.

Hughes Says He Is Not Selling Stock

Howard Hughes, managing director of production of RKO Radio Pictures, yesterday issued the following statement:

"Occasionally rumors make their appearance which are damaging to all concerned and I feel it my duty to reply. Therefore, let me say I am not negotiating with any one whomsoever for the sale of my stock in RKO Radio Pictures, Inc. I have no intention of selling my stock. I do not care to entertain or consider any offers for the same."

Elect Oliver Trampe

(*Continued from page* 1)

rector for the first district.

The board voted to lend all possible assistance to the distressed situation of Milwaukee exhibitors.

Ben Marcus, president, presented several business stimulators to the group for adoption. Harold Pearson, executive secretary, reported on the progress of the drive-in code now in committee at the State Industrial Commission. Larry Beltz, of the Grand and Midway at Wausau, opened the regional meeting.

Calls for Unity

In Marcus's opening remarks, he stated that they are going through a very critical phase, and that it is important that they operate as a unit rather than individuals.

The exhibitors all agreed the print shortages in many cases was caused by the film companies trying to get more film rental.

Silverstone, Aaron

(*Continued from page* 1)

At meetings to be attended by salesmen, exploitation field representatives and other members of the company's 31 exchange centers in the United States, Silverstone and Aaron will personally outline details of the "greater showmanship" drive and the joint-action sales-advertising merger designed to help exhibitors realize the full box-office potentials of 20th Century-Fox films.

Also to be discussed will be the beneficial experience learned from a comparison of policies of the different exchanges, with a comprehensive new policy of salesmanship to be presented to the company's sales personnel.

Meetings yesterday and today are being held by Aaron in San Francisco with the members of Far Western exchanges, while tomorrow Aaron will leave for Kansas City for two days of huddling with the combined personnel of the remainder of the branches in his division.

Silverstone left Los Angeles yesterday to conduct meetings with the members of his Central division, following which he will tour the Eastern territory.

Argentine

(*Continued from page* 1)

American films for the next five years.

Under the monetary terms of the agreement, American companies will be able to remit "a substantial amount of dollars annually". The pact also permits liberal use of film earnings for investment within Argentina.

The difficulties that barred earlier ratification of the agreement related principally to conditions under which American films could be released in Argentine theatres. Accord on these points was reached following prolonged negotiations between MPEA executives and Argentine government representatives and after an extended series of conferences between Joaquin Rickard, the Association's manager for Latin America, and government officials in Buenos Aires.

In announcing the successful conclusion of the agreement, McCarthy paid tribute not only to Rickard but to the three-man committee of American film company representatives in Argentina which helped resolve various technical interpretations of the agreement and expedited its ultimate approval. The committee, headed by Rickard, included Stuart B. Dunlap, Loew's International; William W. Sullivan, 20th Century-Fox International, and Monroe Isen, Universal International.

Ontario Exhibitors

(*Continued from page* 1)

of Stanley E. Gosnell who had been president and treasurer. Gosnell was manager of the Uptown Theatre, Toronto. Mandell is an executive of 20th Century Theatres.

J. D. McCulloch, owner of the Iroquois Theatre at Petrolia, Ont., was promoted from director to vice-president while Lou Rosefield, owner of the Westdale Theatre, Hamilton, was the choice for treasurer.

'Mask' Premiere June 26

Columbia's Technicolor adventure film, "Mask of the Avenger," will have its world premiere at the Victoria Theatre here June 26.

NEW YORK THEATRES

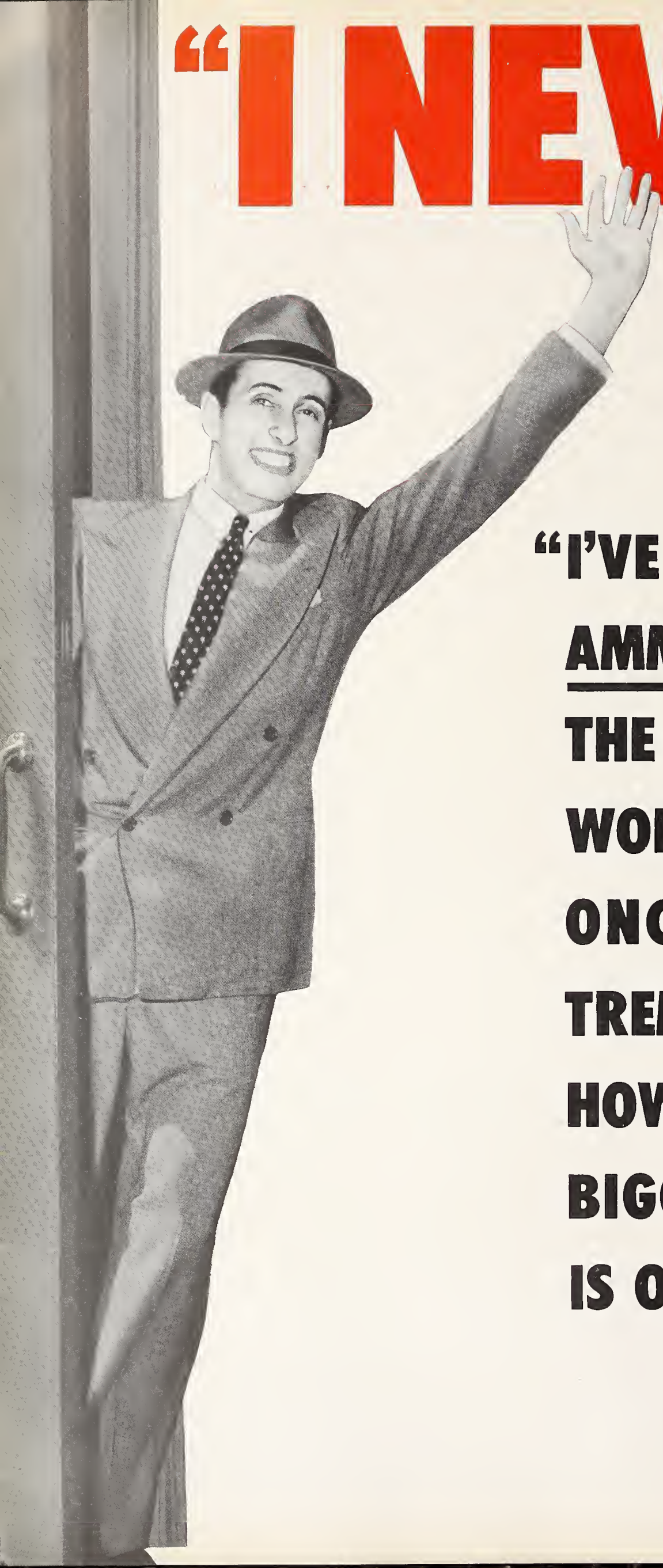
RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

JOHN GARFIELD
SHELLEY WINTERS
in
HE RAN ALL THE WAY
PARAMOUNT TIMES SQUARE
in Person
CARMEN CAVALLARO
And His Orchestra
CY REEVES FOUR EVANS
Exclusive
JUANITA HALL
Midnight Feature Nightly

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AND NOW TWENTIETH CENTURY-FOX PASSES THE AMMUNITION!



"I NEVER F
IN

"I'VE SEEN WHAT WE'VE
AMMUNITION! POWER
THE INDUSTRY'S SHOW

WORLD MOVIES ARE TH
ONCE AGAIN 20th CO
TREMENDOUS BARRAGE
HOW THAT MADE SHOW
BIGGEST OFFENSIVE
IS ON! LET'S ATTACK
TOGETHER!

ELT BETTER MY LIFE!!"

GOT—AND BROTHER, WE'VE GOT THE
ED BY THE LEADERSHIP THAT SET OFF
MANSHIP CRUSADE...AND TOLD THE
GREATEST OF ALL ENTERTAINMENT!
MES THROUGH FOR YOU WITH A
OF HITS—SUPPORTED BY THE KNOW-
MANSHIP FAMOUS! THE INDUSTRY'S



"WE'VE GOT EVERYTHING YOUR PUBLIC WANTS!"



Unusual Stories — Tremendous star power — Technicolor galore — Spectacle attractions — Exploitation pictures to make a showman's mouth water.

A SENSATIONAL BEST-SELLER! A SENSATIONAL MOTION PICTURE!



JULY

Take Care of my Little Girl

Technicolor

starring

JEANNE CRAIN

(YOUR MARGIE GAL!)

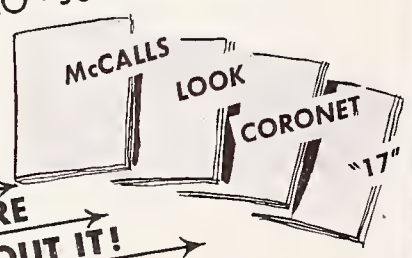
CO-STARRING

DALE ROBERTSON · MITZI GAYNOR · JEAN PETERS

Jeffrey Hunter · Betty Lynn · Helen Westcott

Directed by JEAN NEGULESCO · Produced by JULIAN BLAUSTEIN

Screen Ploy by JULIUS J. and PHILIP G. EPSTEIN
Based on the Novel by Peggy Goodin



THE NATIONAL MAGAZINES ARE SHOUTING ABOUT IT!

They're *all* talking about this keyhole view of sorority life!



THE STORY OF UNCLE SAM'S UNDERWATER COMMANDOS

Most unusual and stirring service picture ever made on land, air or under the seas!



JULY

THE FROGMEN

starring

RICHARD WIDMARK

DANA ANDREWS

GARY MERRILL

Produced by SAMUEL G. ENGEL

Directed by LLOYD BACON

Screen Play by John Tucker Battle · Story by Oscar Millard

It's gonna be a great 20th summer!

A wonderful story for the whole family—about the kind of guy that Everybody knows ....and loves

THE GUY WHO CAME BACK



starring
PAUL DOUGLAS
JOAN BENNETT
LINDA DARNELL

Produced by
JULIAN BLAUSTEIN
Directed by
JOSEPH NEWMAN
Screen Play by Allan Scott
Based on a Story in the Sat. Eve. Post by William Fay

JULY



AUGUST

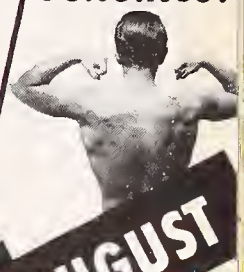
THE MOST UNUSUAL TRUE STORY IN THE ANNALS OF THE WEST!
6 women against the Desperados!



THE SECRET OF CONVICT LAKE

starring
GLENN FORD • GENE TIERNEY
ETHEL BARRYMORE • ZACHARY SCOTT
with ANN DVORAK • BARBARA BATES
Produced by
FRANK P. ROSENBERG • MICHAEL GORDON
Directed by
Screen Play by Oscar Saul
Adaptation by Victor Trivas • From a Story by
Anna Hunger and Jack Pollexfen

Put muscles in your boxoffice!



AUGUST

FLASH!



JUST PREVIEWED "NO HIGHWAY IN THE SKY"! AUDIENCE CHEERS RINGING! JAMES STEWART EQUALS "BROKEN ARROW" TRIUMPH! MARLENE DIETRICH NEVER MORE FASCINATING! GLYNIS JOHNS, JACK HAWKINS, JANETTE SCOTT SUPERB! PRODUCER LOUIS D. LIGHTON RATES BIG BOW! DIRECTOR HENRY KOSTER THROWS SUSPENSE HAYMAKER! SCREEN PLAY BY R. C. SHERRIFF, OSCAR MILLARD, ALEC COPPEL MAKES NEVIL SHUTE'S ACTION-PACKED BEST-SELLER KIND OF ENTERTAINMENT EVERYONE'S WAITING FOR!



"WE WILL PRODUCE A GREATER QUANTITY OF QUALITY PICTURES

WHICH WILL SERVE AS A GREAT TONIC FOR OUR INDUSTRY AND ANSWER THE DEMAND OF THE MOVIE-GOING PUBLIC....."

AUGUST

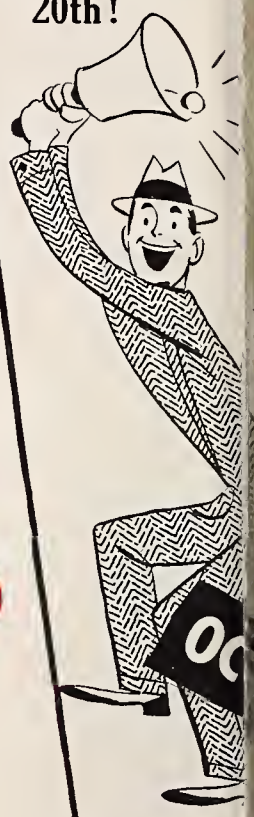
Belvedere is back in stride in a Big Broadway Stage Hit!

CLIFTON
WEBB
in
Mr. Belvedere Rings the Bell



with
JOANNE DRU
HUGH MARLOWE
ZERO MOSTEL
Produced by ANDRE HAKIM
Directed by HENRY KOSTER
Screen Play by RANALD MacDOUGALL
Based on a Play by ROBERT E. McENROE
Presented on the Stage
by The Theatre Guild

Keep ringing the bell with 20th!



SEPTEMBER

Bound to be the talk of the Year! From the year's top best-seller— already read by 3½ million people

THE DESERT FOX



Starring
JAMES MASON
with CEDRIC HARDWICKE
JESSICA TANDY • LUTHER ADLER
Written for the Screen and Produced by
NUNNALLY JOHNSON
Directed by HENRY HATHAWAY • From the Book by DESMOND YOUNG

From the men who gave you "ALL ABOUT EVE"

THE DARRYL F. ZANUCK-JOSEPH L. MANKIEWICZ PICTURE OF 1951!

SEPTEMBER

CARY GRANT
JEANNE CRAIN



PEOPLE WILL TALK

with FINLAY CURRIE • HUME CRONYN

From the Ploy "Dr. Praetorius" by CURT GOETZ

Produced by DARRYL F. ZANUCK • Written for the Screen and Directed by JOSEPH L. MANKIEWICZ

BER

20th –the King of Musical-Makers

BETTY GRABLE

the "Box-office Queen"

MACDONALD CAREY

MEET ME AFTER THE SHOW

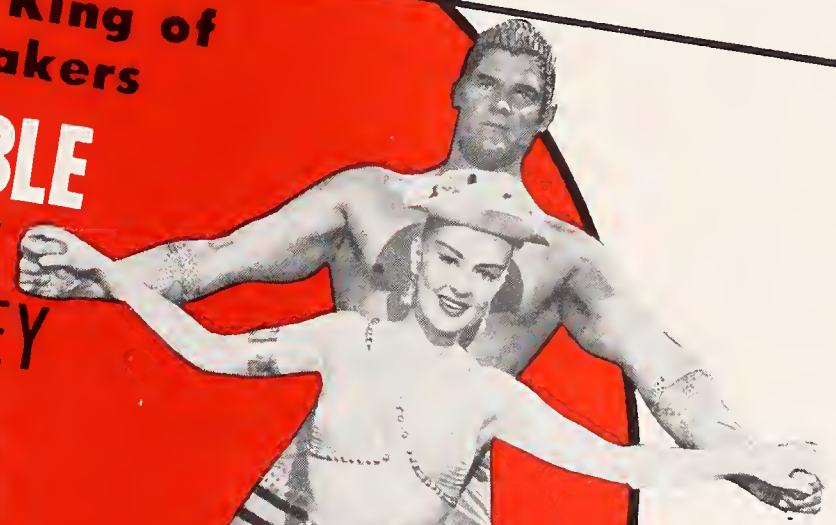
RORY CALHOUN

EDDIE ALBERT • FRED CLARK

Produced by GEORGE JESSEL • Directed by RICHARD SALE

Color by TECHNICOLOR

Written by Mary Loos and Richard Sale • Suggested by a Story by Erno Lozorus and W. Scott Dorling



OCTOBER

A fresh modern romance of a guy who married his landlord!

A Wac In His Life

(Temporary Title)

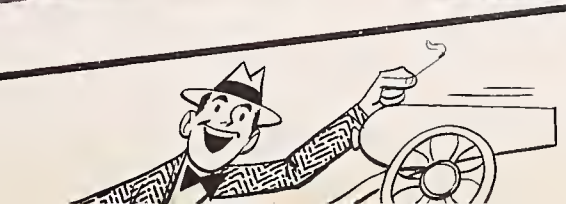
Produced by JULES BUCK • Directed by JOSEPH NEWMAN

Screen Play by I. A. L. DIAMOND

Based on a Novel by Scott Corbett

JUNE
HAVER
WILLIAM
.UNDIGAN
FRANK
FAY
with MARILYN MONROE





The big ones keep booming!

YOU BET YOU'RE PART OF THE 20th PICTURE!



OCTOBER



LIFE

Life Magazine kicks off greatest advance sale of the most outstanding science-fiction picture of them all!

THE DAY THE EARTH STOOD STILL

starring

MICHAEL RENNIE
PATRICIA NEAL

with Hugh Marlowe
Sam Jaffe · Billy Gray

Produced by
JULIAN BLAUSTEIN

Directed by
ROBERT WISE

Screen Play by EDMUND H. NORTH
Based on a Story by HARRY BATES



A romantic foursome in a warm and delightful story of what happens when the female strays!

NOVEMBER

CLAUDETTE COLBERT
MACDONALD CAREY
ZACHARY SCOTT

LET'S MAKE IT LEGAL

with Barbara Bates · Robert Wagner · Marilyn Monroe · Produced by ROBERT BASSLER · Directed by RICHARD SALE · Screen Play by F. HUGH HERBERT and I. A. L. DIAMOND · Based on a Story by MORTIMER BRAUS

NOVEMBER



It's Terrific! From the South Pacific!

Friendly G.I.'s! Friendly Hula Gals!

WILLIAM LUNDIGAN · JANE GREER · MITZI GAYNOR
DAVID WAYNE · GLORIA DE HAVEN

"Let's get friendly!"



Friendly Island

Technicolor

"A body of woman —surrounded by males!



with Gene Lockhart · Produced by FRED KOHLMAR
Directed by EDMUND GOULDING · Screen Play by CLAUDE BINYON, ALBERT LEWIN and BURT STYLER · Based on a Story by Edward Hope

Line 'em up with this great 20th Lineup!





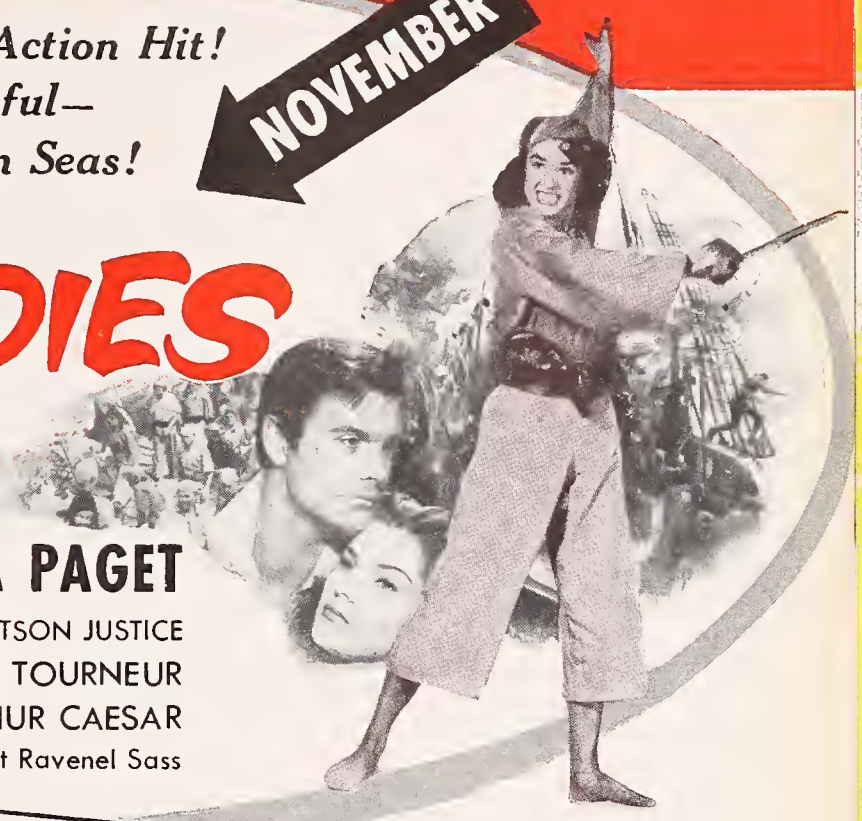
"A strong, prosperous exhibition means a strong, prosperous Twentieth Century-Fox! And every associate in our organization is dedicated to serving you—our partners!"

Swashbuckling Romantic Action Hit!
The Most Ferocious—and Beautiful—
Buccaneer to Sail the Seven Seas!

NOVEMBER

ANNE of The INDIES

Color by TECHNICOLOR



Starring

JEAN PETERS · LOUIS JOURDAN · DEBRA PAGET

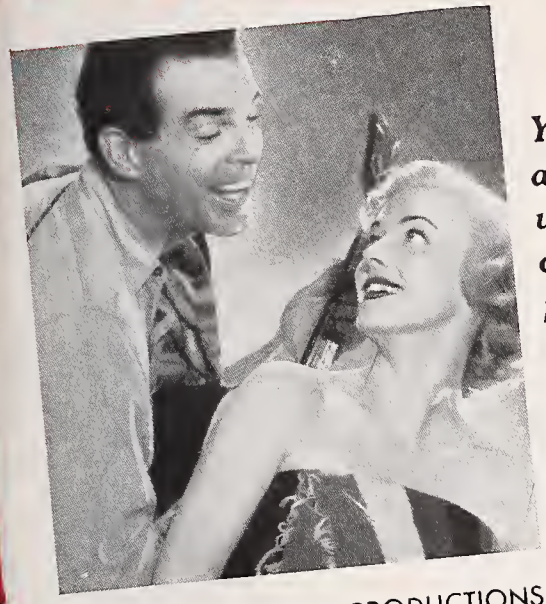
with HERBERT MARSHALL • THOMAS GOMEZ • JAMES ROBERTSON JUSTICE

Produced by GEORGE JESSEL · Directed by JACQUES TOURNEUR

Screen Play by PHILIP DUNNE and ARTHUR CAESAR

Based on a Story by Herbert Ravenel Sass

SOON!



You'll feel like a millionaire when the crowds start pouring in for this hilarious romance of a modern gold-digger!

THOR PRODUCTIONS Presents

FRED MacMURRAY · ELEANOR PARKER

in

A MILLIONAIRE FOR CHRISTY

with RICHARD CARLSON

UNA MERKEL • KAY BUCKLEY • DOUGLAS DUMBRILLE

Produced by BERT E. FRIEDLOB • Directed by GEORGE MARSHALL • Screenplay by KEN ENGLUND • Original Story by ROBERT HARARI • Released by 20th Century-Fox

SOON!

What Is My Sin?

Lots to exploit in daring drama of a man who found himself—in a woman's arms!



A BERNHARD PRODUCTIONS Presentation

Starring **STERLING HAYDEN**

VIVECA LINDFORS • THOMAS MITCHELL

Directed by STUART HEISLER • Produced by JOSEPH BERNHARD • Co-Producer ANSON BOND

Original Screen Story by Anson Bond • Screenplay by Stephanie Nordli and Irving Shulman

Released by 20th Century-Fox

Available for Special Engagements **SEPTEMBER**

DAVID AND BATHSHEBA

starring

GREGORY PECK



SUSAN HAYWARD

with

RAYMOND MASSEY · KIERON MOORE

and a cast of many thousands!

Produced by **DARRYL F. ZANUCK**

Directed by **HENRY KING**

Written for the Screen by PHILIP DUNNE

Color by **TECHNICOLOR**

Greatest box-office picture in our history! National ad campaign will hit *1 Billion* Readers! 3 nation-spanning tours all summer! Tremendous point-of-sale appropriation! They've never come Bigger—or Better pre-sold!

You read it in Film Daily

"20th is running its own film festival"



"WE ARE DETERMIN

EXHIBITOR FRIEN

RESOURCE AT OU

Available for Special Engagements NOVEMBER

DECISION BEFORE DAWN

From the widely hailed Best-Seller, winner of the coveted Christopher Award, comes a tremendous achievement in motion picture making —*destined for real greatness — at the box-office and in the Screen's Hall of Fame!*



ANATOLE LITVAK and FRANK McCARTHY PRODUCED BY

Directed by the man who gave you "The Snake Pit"

ANATOLE LITVAK

with Richard Basehart • Gary Merrill • Oskar Werner • Hildegarde Neff

Screen Play by PETER VIERTEL • Based on the Novel "Call It Treason" by GEORGE HOWE

ED TO BACK UP OUR DS.....WITH EVERY R COMMAND.....!"



Have you ever felt better in your life!



KEEP THEM COMING, DARRYL!

Just look at your 20th future! Here are only a few samples of pictures already rolling to guarantee your fortunes in '52!

"I'LL NEVER FORGET YOU"
TECHNICOLOR *(Temporary Title)*
The great love story of the year—
with an amazing science-fiction angle!
Starring TYRONE POWER and ANN BLYTH.

"ELOPEMENT"
That Belvedere Man, CLIFTON WEBB,
running away with the year's funniest hit!

"KANGAROO"
TECHNICOLOR
A whopping big outdoor spectacle
from the director of "Halls of Montezuma"
starring PETER LAWFORD, MAUREEN O'HARA!

"GOLDEN GIRL"
TECHNICOLOR
A lavish musical with a novel gold-rush twist!
MITZI GAYNOR, DENNIS DAY, DALE ROBERTSON
supply the Dance, Songs, Laughs and Romance!

"RETURN OF THE TEXAN"
All the canvas and action of the Great Texas Plains!
Starring GARY COOPER as all America
knows him best—wants him most!

"YOU AND THE NIGHT AND THE MUSIC"
TECHNICOLOR
The song and heart-filled Jane Froman story
starring SUSAN HAYWARD, THELMA RITTER,
RORY CALHOUN, DAVID WAYNE!

"VIVA ZAPATA"
A big, rousing, colorful action spectacle from
John Steinbeck's story—directed by Elia Kazan—
starring MARLON BRANDO, JEAN PETERS and MARGO!

"RED SKIES OF MONTANA"
TECHNICOLOR
The exciting, outdoor drama of the fire fighters! Starring
RICHARD WIDMARK, CONSTANCE SMITH, JEFFREY HUNTER.

"BELLES ON THEIR TOES"
TECHNICOLOR
A new book sensation by the same authors and about
the same wonderful family as "Cheaper By the Dozen".
Starring JEANNE CRAIN

KENNETH ROBERTS' "LYDIA BAILEY"
TECHNICOLOR
All the scope—and tremendous action of the acclaimed
best-seller now comes to the screen!

THE INDUSTRY'S BIGGEST OFFENSIVE IS ON!...

LET'S ATTACK TOGETHER!



THERE'S NO BUSINESS LIKE 20th BUSINESS!

CENTURY-FOX

PRINTED IN U.S.A.

Seven Now in Work At 20th-Fox Studio

Hollywood, June 18.—With the start of production of "Marriage Broker," Thelma Ritter-Jeanne Crain starrer, seven pictures are now before the cameras at 20th Century-Fox.

Others in work are "Viva Zapata," on location at Del Rio, Tex., with Marlon Brando and Jean Peters in the leading roles, and "Lydia Bailey," with Dale Robertson and Anne Francis in the leads.

In various stages of shooting are "A *Wac* In His Life," starring June Haver, William Lundigan and Frank Fay; "The Desert Fox," starring James Mason as Field Marshal Erwin Rommel; the science-fiction film, "The Day the Earth Stood Still," starring Michael Rennie, and the George Jessel production of "Golden Girl," story of Lotta Crabtree, starring Mitzi Gaynor.

WB Cleveland Staff Reduced

CLEVELAND, June 18. — The local Warner theatre department, headed by Nat Wolf, zone manager, has been cut to the bone, leaving only Wolf, district managers Dick Wright and Frank Harpster, bookers Joe Weinstein and Dave Yellen and secretaries Malva Rosenblatt and Hinda Saul. Robert W. Knepton, contact manager, goes to Pittsburgh; J. Knox Strachen, publicity director will also manage the Allen Theatre succeeding Howard Higley, transferred to the Variety Theatre. John Bidwell, manager of the Vogue will assist Strachan at the Allen and Edward Miller goes to the Vogue. Miller has been manager of the Hippodrome which Herbert Scheftel and Alfred G. Burger will take over on July 8. Al Stern, advertising artist; Larry Greenberg, booker; D. Leonard Halper, maintenance engineer; Robert Cox, Robert Giles, Clarence Leroy, sound engineers and the back room secretarial force are out.

Film Clips for TV 'Frogmen' Promotion

Twentieth Century-Fox will mark its first use of film clips in its New York video advertising with a major television time-buy on every TV station in the Metropolitan area to herald the world premiere of "The Frogmen" at the Roxy Theatre on June 29.

Clips from the film showing its undersea sequences will be featured in the TV trailers, which will blanket New York City and the adjacent area for a radius of 150 miles on every TV outlet beginning several days before the world premiere.

Israel, Westrex Deal

Westrex Corp. has announced closing of a deal with Yehoshua Brandstatter, president of Israel Motion Picture Studios, Ltd., Tel Aviv, for Western Electric and Westrex studio recording equipment. Brandstatter was in New York last month to negotiate the deal.

Review

"Peking Express"

(Hal B. Wallis—Paramount) *Hollywood, June 18*

USING Joseph Cotten, Corinne Calvet and Edmund Gwenn as top names to draw with, and all-out melodrama as his medium, producer Hal B. Wallis herewith throws a Sunday punch at the Red Chinese in particular and all Communists and Communism in general. Packing his picture with violence, multiple murder, torture and treason, he tells a tale of organized brigandry and inhumanity of man to man in and near the Shanghai of 1950, giving his characters, the while ample dialogue in which to state the case for Communism and the stronger case against it. Produced on the grand scale and directed without kid gloves by William Dieterle, it's a whopping production job.

The story opens with the arrival of Cotten, a surgeon in the official employ of the United Nations, arriving in Shanghai en route to Peking where, it turns out later, he is to operate on the leader of the Nationalist Chinese underground. Aboard the train to Peking he meets Miss Calvet, a sweetheart he forsook in 1945 on suspicion of moral laxity, and learns she is believed by the Communist authorities to be a loose woman possibly engaged in espionage. Also on the train are Gwenn, as a Catholic priest, Benson Fong, a Communist civilian soldier and newspaper man, Marvin Miller, a Communist official, and Li Kiu, his wife.

Fong outrages the white passengers, and Miller attempts to assassinate his wife, as the train rolls along its troubled way to a point where cut-throats in the service of Miller, who turns out to be a Communist engaged in double-crossing the Communist regime in a dozen bloodthirsty ways, waylay the train, mow down its armed defenders, and take the white party prisoner. Holding the whites as hostages, for ransom in the male cases and for favors in the case of Miss Calvet, he commits a series of killings and other violences, but is murdered finally by the wife he tried to kill. Cotten escapes with Miss Calvet on the train to Peking after a running battle in which Gwenn is killed.

It's a more complicated and actionful story than a synopsis can convey adequately, and the melodramatic stops are pulled all the way out. It is outspoken and violent throughout. The script is by John Meredith Lucas, from a story by Harry Hervey.

Running time, 85 minutes. General audience classification. For August release.

WILLIAM R. WEAVER

Virginia Exhibitors Convention Today

RICHMOND, June 18.—The Virginia Motion Picture Theatres Association summer meeting and convention will be held at the Jefferson Hotel, Richmond, tomorrow and Wednesday. The business sessions will be confined to one day. Jack Groh, chairman of the committee on arrangements, has announced a schedule which includes, tomorrow, a closed business session; discussions on film practices, advertising, television, drive-ins, and the Newport News tax fight, and guest speakers. There will also be a luncheon, cocktail party, and dinner-dance.

Wednesday morning there will be a preview of an outstanding film at the Westover Theatre, and in the afternoon that theatre and the Richmond drive-ins will be open to all exhibitors.

File Denial in Kravetz-UA Suit

Counsel for Arthur Krim, Robert Benjamin, Matthew Fox, Seymour Peyser, United Artists and the Walter Heller Co. has filed in U.S. District Court here a general denial of charges made by Max Kravetz in connection with the latter's counter suit for $616,550 claimed for damages which was filed last March against Mary Pickford, Charles Chaplin, Paul V. McNutt, Frank McNamee, et al.

Kravetz charged a conspiracy among the defendants obstructed and destroyed the furtherance of his partnership with McNutt and McNamee, formerly board chairman and president, respectively, of UA. Kravetz was secretary of the company before the stock option take-over by the Krim-Benjamin-Fox group.

Expect Special Panel For Talent Salaries

WASHINGTON, June 18.—The new Salary Stabilization Board may set up a special panel to decide salary questions for the film industry and other "talent" industries.

The Board, whose members are to be named by Economic Stabilizer Eric Johnston within the week, will govern salary workers, as distinct from wage earners. All the film talent employes come under the salary category. So far, the industry has been allowed to continue its traditional salary policy under a special ruling.

Average Attendance

(Continued from page 1)

701,252 at the end of 1948 and 3,351,778,000 admissions for the entire year. Based on the July 1, 1948 population estimate of 146,045,000, per capita admissions averaged 23.

Of the $1,566,000,000 of receipts reported by the indoor theatres $1,209,000,000 was derived from admissions and fees, $85,815,000 from sales of merchandise, $16,276,000 from concession rentals, and $254,877,000 of state, local and federal admission, sales and other excise taxes.

Census said the average admission price, including taxes, was 44 cents, with a range of from 30 cents in Mississippi to 56 cents in California. Taxes for the U. S. as a whole averaged 7.6 cents per admission.

Schertz to Hyperion

Jack Schertz, formerly account executive for Starlane Productions, was named vice-president in charge of national television sales and distribution for Hyperion Films, Inc.

National Pre-Selling

"TWO Tickets for Broadway," RKO Radio's first bigtime musical in several years, is getting publicity breaks in the magazines through interest in Janet Leigh. The front cover of *Quick* magazine last week featured the star and she will get a similar break on the cover of *Life* for June 25. *Life* is carrying a story, and *Redbook* had a lengthy biography. *Look* magazine will have her picture for a cover in their mid-August issue, and *Parade* is set to devote a cover and story to the young artist. *Holiday* magazine is doing a piece about her travels, and *Esquire* will carry a series of pictures by the same photographer who did the *Life* cover.

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***Redbook* magazine for July, on the newsstands June 27, will feature a cover and story on Esther Williams under the title "Earthbound Mermaid." The four-color cover should attract her fans and make new ones, while the story of the girl who didn't want to go in the films, and preferred to swim, makes excellent reading. Additionally, the July *Redbook* names "Captain Horatio Hornblower" as the Picture-of-the-Month, and editor Florence Somers says, "This film is the perfect answer to the criticism that 'movies are not as good as they used to be' for it is as fine a romantic adventure film as you'll ever find."**

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"Kon Tiki" the RKO Radio adventure film which is now in its third month at the Sutton theatre in New York, will be published as a book condensation in ten of the world editions of Reader's Digest, *beginning with the U. S. and Canadian editions in July; the Australian and English editions in August, and the Spanish, Portuguese, French, Italian, Swiss and Japanese issues in September. The domestic circulation alone is in excess of 2,000,000 copies.*

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A concentrated round of national and local New York radio and television appearances to "plug" 20th Century-Fox's "On the Riviera" will be made by Sylvia Fine, who wrote the words and music of the hit tunes, sung by husband Danny Kaye in the Technicolor film. Three weeks of daily guest spots on top popularity radio and TV programs will herald the new film to more than 65,000,000 listeners and viewers from coast-to-coast. In the first week, Miss Fine was the guest celebrity on the Nancy Craig program, NBC-TV; Cholly Knickerbocker, ABC; What's My Line, CBS-TV; Strike It Rich, CBS-TV and WCBS, Family Circle, ABC, and Okey Mother, Dumont-TV. Additionally, she will appear on popular disc jockey shows.

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Paramount has completed a national tieup with Whitman's Candy for the promotion of Bing Crosby's forthcoming film, "Here Comes the Groom." Bing will be featured in full-page, four-color ads in *Life* and the *Saturday Evening Post*, as well as in 18,000 full-color dealer displays. Paramount's fieldmen have been alerted for the tie-up.

WALTER BROOKS



20TH-FOX SET FOR '51; NOW PREPARES FOR '52

HOLLYWOOD—Its releases designated for the remainder of this year, 20th Century-Fox now looks toward 1952 and is shaping its schedule accordingly.

Thirty-six attractions, 16 in Technicolor, are finished, currently shooting or preparing for the stages. Set now for 1952 are these:

"Golden Girl," Technicolor musical based on the life of Lotta Crabtree, with Mitzi Gaynor, Dennis Day and Dale Robertson; Lloyd Bacon directing and George Jessel producing.

"Five Fingers," spy story starring James Mason, Michael Rennie and Micheline Prelle; directed by Joseph L. Mankiewicz, produced by Otto Lang.

"Mabel and Me," romantic comedy starring Dan Dailey to be directed by Henry Levin for producer Fred Kohlmar.

"Kangaroo," Technicolor outdoor action drama set in the backhills of Australia, starring Peter Lawford and Maureen O'Hara, directed by Lewis Milestone for producer Robert Bassler.

"The Marriage Broker," romantic comedy to be directed by George Cukor for producer Charles Brackett with Jeanne Crain and Thelma Ritter in the leads.

"Return of the Texan," western in a modern setting to be produced by Frank P. Rosenberg.

"You and the Night and the Music," a story in Technicolor about Jane Froman, starring Susan Hayward, Rory Calhoun, David Wayne and Miss Ritter; Lang directing and Lamar Trotti producing.

"Viva Zapata," a Darryl F. Zanuck production being directed by Elia Kazan, with Marlon Brando and Jean Peters in the leads.

"Red Skies of Montana," Technicolor action drama of the Forest Rangers, starring Richard Widmark and Constance Smith, with Joseph Newman slated to direct for producer Samuel G. Engel.

"Seeing Nellie Home," which Jessel will produce and in which Dailey will star.

"Belles on Their Toes," Technicolor musical starring Miss Crain and slated for production by Engel.

"Lydia Bailey," based on Kenneth Roberts best-seller in Technicolor, starring Dale Robertson and Anne Francis, with Jean Negulesco slated to direct for producer Jules Schermer.

"Phone Call From a Stranger," slated for production by Nunnally Johnson.

"The Dizzy Dean Story," in which Dailey will play the title role and which Schermer will produce.

"Father Does a Strip," Technicolor comedy with June Haver and Dailey, to be produced by Robert Bassler.

"I Don't Care," a George Jessel Technicolor production.

"Way of a Gaucho," Technicolor Tyrone Power starrer set in Argentina, with Philip Dunne as producer.

"White Witch Doctor," slated for Technicolor production by Otto Lang.

Meanwhile, the July-through December schedule has been determined by the distribution department. Here is the latest detail:

July—"Take Care of My Little Girl," "keyhole view" of sorority life starring Jeanne Crain, with Jean Negulesco directing for producer Julian Blaustein, in Technicolor.

"The Frogmen," starring Richard Widmark, Dana Andrews and Gary Merrill in a story of the Navy's underwater commandos, which was directed by Lloyd Bacon and produced by Samuel G. Engel.

"The Guy Who Came Back," story of a football star past his prime, starring Paul Douglas, Joan Bennett and Linda Darnell. Joseph Newman directed and Julian Blaustein produced.

August—"No Highway in the Sky," which stars James Stewart and Marlene Dietrich in the story of a transatlantic flight, directed by Henry Koster for producer Louis D. Lighton.

"The Secret of Convict Lake," starring Glenn Ford, Gene Tierney, Ethel Barrymore and Zachary Scott, with Michael Gordon as director and Frank P. Rosenberg as producer.

"Mr. Belvedere Rings the Bell," adapted from the stage hit, "The Silver Whistle," starring Clifton Webb, Joanne Dru and Hugh Marlowe, with Henry Koster directing for producer Andre Hakim.

"Decision Before Dawn," produced and directed in Germany by Anatole Litvak, with Frank McCarthy as associate producer, and starring Richard Basehart, Gary Merrill, Oskar Werner and Hildegarde Neff.

September—"David and Bathsheba," Biblical story produced in Technicolor by Darryl F. Zanuck and directed by Henry King, with Gregory Peck and Susan Hayward

(*Continued on page* 18)

Scenes from forthcoming 20th Century-Fox releases, top to bottom: "David and Bathsheba," with Gregory Peck and Susan Hayward; "The Desert Fox," with James Mason and Jessica Tandy; "No Highway in the Sky," with James Stewart and Marlene Dietrich; "Take Care of My Little Girl," with Jeanne Crain.

FULL HEAD OF STEAM BEHIND NEW RELEASES

AROUND-UP of merchandising and exploitation tie-ups arranged by 20th Century-Fox on behalf of current and future releases follows:

"Take Care Of My Little Girl" is getting a send-off from leading magazines. *McCall's, This Week, Look, Coronet, Quick, Pic, Pageant, Seventeen, Country Gentleman, Compact* and *Scholastic* are among the publications giving extensive coverage to the film. In addition, "Take Care Of My Little Girl" will be heralded on the cover of *Modern Screen, Screenland, Screen Stories, Screen Guide* and *Movie Pix.*

★

A tie-up resulting in full-page ads in eight top national publications has been set by 20th Century-Fox with the Electric Auto-Lite Co. for "Meet Me After the Show." Copy which features Betty Grable, with full credit to the Technicolor musical, will appear in the fall, blanketing the national market from August through September. Magazines include *Life, Saturday Evening Post, Look, Country Gentleman, Collier's, Farm Quarterly, Southern Agriculturist* and *Rural Gravure.*

★

A one-woman radio publicity campaign in behalf of "Friendly Island," is being waged by Gloria De Haven during her time-off from appearances at the Versailles, New York night club. Miss De Haven, who will continue her guest appearances for "Friendly Island" throughout her engagement, has already plugged the film on the following programs: Mary Margaret McBride (ABC), Wayne Howell (NBC), Poole's Paradise (MBS), Quick As A Flash (ABC), Gloria Swanson (MBS), Luncheon at Sardi's (WOR), Cholly Knickerbocker (WJZ), Binnie Barnes (ABC), Johnny Olsen's Show (ABC) and Robbins Nest (WINS).

★

Members of Underwater Demolition Teams in World War II will aid in ballyhooing "The Frogmen," with the former underwater commandos being contacted by the company for radio and TV appearances throughout the country. Plans are also in the making for a special reunion of Frogmen from the last war at the world premiere at the Roxy, New York.

Taking advantage of the fact that the New York premiere of "The Frogmen" coincides with "National Swim for Health Week," 20th Century-Fox is preparing special posters for swimming pools and bathhouses throughout the metropolitan New York area.

The poster, headed "Swim For Health," ties in the picture by exhorting swimmers to "relax at the movies and see the Navy's daring Underwater Commandos Swim For Victory in 'The Frogmen.'". Roxy Theatre credits are included.

★

Prominent educators in the Greater New York area and other notables interested in the nation's youth will be guests at a special screening June 26 of "Take Care of My Little Girl." Among those who are being invited are Mrs. Eleanor Roosevelt, Edward R. Murrow, Harold W. Dodds, president of Princeton University; William Jansen, Superintendent of Schools in New York; Harold Taylor, president of Sarah Lawrence College; Harry N. Wright, president of City College; Millicent Carey McIntosh, dean of Barnard College; George N. Shuster, president of Hunter College, and Harry D. Gideonse, president of Brooklyn College.

Also expected are leading students of colleges in the metropolitan area, education writers for New York newspapers and radio and TV commentators.

★

The company anticipates that the exploitation tie-ups arranged with leading manufacturers for "Take Care of My Little Girl" will see the campaign take its place alongside those for "The Black Rose" and "Bird of Paradise" as one of the most complete and extensive in the history of the company.

Among the leading national manufacturers whose products are tied-in with the film are Whitman's Chocolates, the Electric Auto-Lite Corp., Motorola, Inc., the Campbell Soup Co., the Tea Bureau, the Estate Stove Co. and the Kitchen Queen Dishwasher Co.

Tie-ups will see the benefit by full-page color ads in leading national magazines, including *Life, Look, Saturday Evening Post, Coronet, Woman's Home Companion, Better Homes and Gardens, Quick, Good Housekeeping, McCall's, Woman's Day, Ladies' Home Journal.*



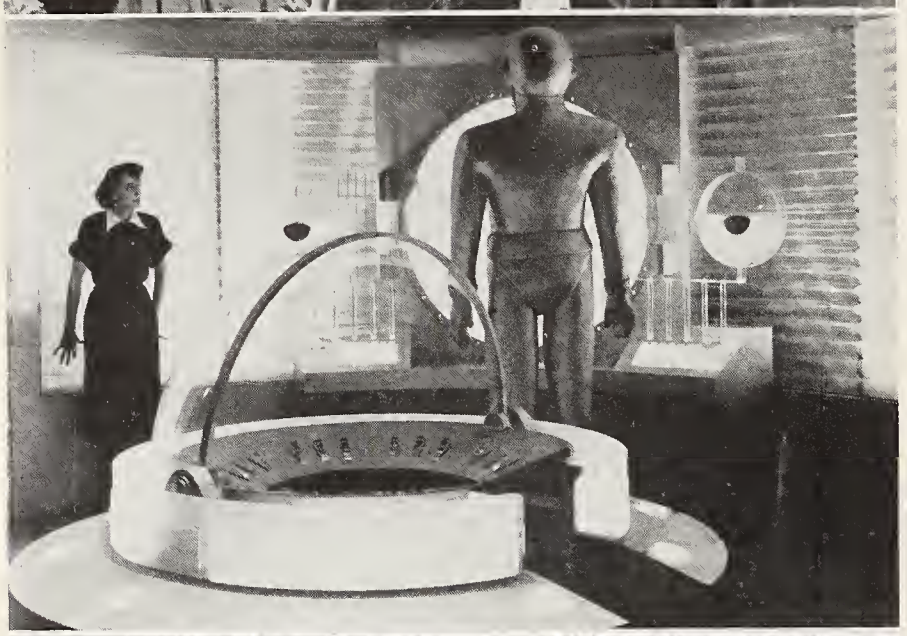




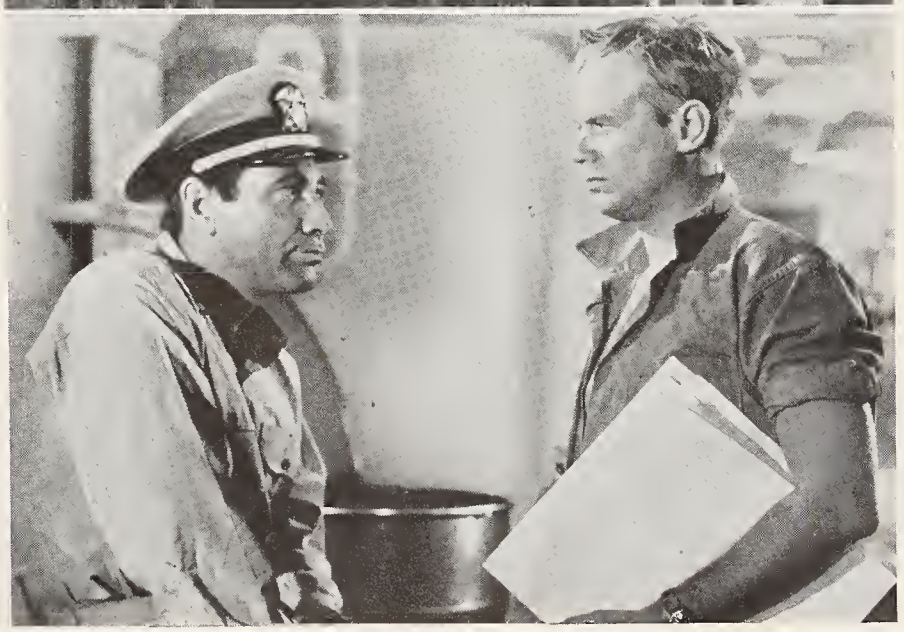


Additional scene stills from impending releases, top to bottom: "Mr. Belvedere Rings the Bell," with Clifton Webb, Joanne Dru and Hugh Marlowe; "People Will Talk," with Cary Grant and Jeanne Crain; "Meet Me After the Show" with Betty Grable and Macdonald Carey; "The Guy Who Came Back," with Paul Douglas, Joan Bennett and Linda Darnell.









NAT'L DRIVE ON "DAVID" IS SET

ONE of the greatest advertising barrages in film history is being set in motion for Darryl F. Zanuck's "David and Bathsheba" with one billion reader impressions hitting every man, woman and child in the country at least 15 times from July through October, according to 20th Century-Fox.

The campaign will hit major mass circulation national magazines with a combined readership of 150,000,000, all the fan magazines, a host of farm and religious publications with a combined readership of 86,000,000, and every major Sunday newspaper supplement in the United States with a total readership of 175,000,000. Copy will hit three to six times.

The national magazine schedule includes *Life, Look, Time, Newsweek,* the *Saturday Evening Post, McCall's, Redbook, Collier's, Ebony* and *Our World.* Sunday supplement advertising will include the *American Weekly, This Week, Parade* and *Pictorial Review,* covering 94 key metropolitan area newspapers, plus the New York *Sunday News, Times* and *Mirror* and 14 other individual independent supplements not covered by the others. Each publication will be hit with no less than three inserts, while the supplements in Boston, Chicago, Cleveland, Detroit, Los Angeles and New York will run "David and Bathsheba" copy every week for a six-week period.

Copy, which is designed to capture the widest possible audience appeal, will be keyed to offer a free color brochure to readers with several million to be printed for shipping to every part of the country.

Advertising copy will blanket newspaper Sunday supplements in the following cities: Atlanta, Akron, Albany, Boston, Baltimore, Bridgeport, Birmingham, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Detroit, Denver, Dallas, Des Moines, El Paso, Erie, Fort Wayne, Greenville, S. C.; Harrisburg, Hartford, Houston, Indianapolis, Jacksonville, Jamaica, L. I., Knoxville, Los Angeles, Little Rock, Long Beach, Cal., Louisville, Miami, Milwaukee, Madison, Wisc., Memphis, Minneapolis, New Orleans, New York, Newark, Nashville, New Haven, New Bedford, Mass., Oakland, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, Ore., Portland, Me., Peoria, Phoenix, Providence, Rochester, San Francisco, St. Louis, Syracuse, St. Paul, Salt Lake City, San Diego, Scranton, Spokane, San Antonio, Seattle, Toledo, Washington, D. C., Wichita, Worcester and Youngstown.

"David and Bathsheba" will also receive one of the largest radio and TV barrages ever lavished on a motion picture, the company states.

It is expected that further coverage by the magazines such as *Life, Look, Collier's* and the *Saturday Evening Post* will make "David and Bathsheba" one of the most widely publicized films via magazines in motion picture annals.

A collateral subsidiary campaign will be waged by the Ford Corp. and the Fruehauf Trailer Co.

SET FOR 1951

(*Continued from page* 16)

in the leading roles.

"People Will Talk," story concerning the medical profession, produced by Darry F. Zanuck and directed by Joseph L. Mankiewicz, with Cary Grant and Jeanne Crain.

"The Desert Fox," based on the current best-seller about the late Field Marshal Rommel, starring James Mason and Jessica Tandy, with Henry Hathaway directing for Nunnally Johnson.

October—"A Wac in His Life," starring June Haver and William Lundigan in the story of a G.I. who returns home to become a reluctant landlord; directed by Joseph Newman for producer Jules Buck.

"Meet Me After the Show," Technicolor musical starring Betty Grable and Macdonald Carey, directed by Richard Sale and produced by George Jessel.

"The Day the Earth Stood Still," science-fiction drama starring Michael Rennie and Patricia Neal, with Robert Wise directing for producer Julian Blaustein.

November — "Friendly Island," Technicolor musical starring William Lundigan, Gloria De Haven, Jane Greer and Mitzi Gaynor; directed by Edmund Goulding for producer Fred Kohlmar.

"Let's Make It Legal," romantic comedy directed by Richard Sale for producer Robert Bassler, with Claudette Colbert and Macdonald Carey in the leads.

"Anne of the Indies," Technicolor romantic drama of the high seas starring Jean Peters, Louis Jourdan and Debra Paget, with Jacques Tourneur directing for producer George Jessel.

December — "I'll Never Forget You," starring Tyrone Power and Ann Blyth, in Technicolor story and directed by Roy Baker for producer Sol C. Siegel.

"Elopement," slated for production by Fred Kohlmar, with Clifton Webb in the lead.

"Decision Before Dawn," with Richard Basehart, Gary Merrill, Oskar Werner and Hildegarde Neff; "The Day the Earth Stood Still," with Michael Rennie and Patricia Neal; "The Secret of Convict Lake," with Glenn Ford, Gene Tierney, Ethel Barrymore and Zachary Scott; "The Frogmen," with Richard Widmark, Dan Andrews and Gary Merrill.

'New Era' Forecast As Exhibitors See Exclusive TV Bow

ALBANY, N. Y., June 18.—Albany district exhibitors and visitors from New York expressed the belief that they witnessed the beginning of a new motion picture era at Fabian's Palace on Friday when more than 4,000 turned out to watch the exclusive theatre telecast of the Joe Louis-Lee Savold fight.

They were deeply impressed by the number of persons attending, the strong audience reaction and the technical quality of the presentation.

Executives of the Fabian, Schine, Reade, Loew's, Warner, Kallet and Benton circuits agreed on "the unlimited possibilities" of theatre telecasting and on its potential shot-in-the-arm effect on box-offices. J. L. Olshansky, owner-operator of the Colonial here and the only small independent operator present, praised the videocast as "a progressive step in association between television and the theatre," but he raised the question, "Where does the small exhibitor fit into the participating picture, on an equitable formula, in towns where there are circuit and independent theatres?"

Sidney Kallet, Kallet Theatres, Oneida, who suggested the possible comparison between exclusive theatre telecasting and the advent of talking pictures, said he believed many theatres would add video equipment, bringing down the installation cost and making possible a great number of more exclusive telecasts of sporting and other events.

Others who took a favorable view of prospects for the new medium were Charles A. Smakwitz, Warner zone manager; William Kraemer, Schine circuit, Gloversville; Jack Harris, Walter Reade Theatres, and James Benton of Benton Theatres, Saratoga. Fabian executives, including Edward L. Fabian, Louis R. Golding, Bernie Brooks, Nat Lapkin and Saul J. Ullman, expressed enthusiasm.

Bout Stirs Cleveland Interest in Theatre TV

CLEVELAND, June 18.—Local exhibitors were greatly impressed by the success of the first exclusive theatre telecast in this city last Friday when RKO's Palace drew a capacity crowd for the Louis-Savold fight.

Jack Platt, RCA local sales manager, reported today that installation inquiries are coming from operators of both first and subsequent run theatres in this territory.

'Unqualified Success' at Shea's Fulton in Pitts.

PITTSBURGH, June 18.—The Fulton Theatre's exclusive theatre telecast of the Louis-Savold fight was termed an unqualified success by manager John D. Walsh. He said that the house assuredly will be sold out again for the La Motta-Murphy fight, the next exclusive theatre TV event scheduled for June 27.

The Fulton was the only theatre of the nine houses participating in the telecast to use the event as the main feature. The box-office was closed and the theatre emptied before the fight tickets, scaled at $1.30, were placed on sale. The normal evening admission is 85 cents.

Theatre TV Network

(*Continued from page 1*)

prices at a few houses drew no protests.

Despite the results, however, no circuit official would say that any house made money nor is there much prospect of such an attraction getting out of the red until more theatres are able to participate. Wire and service charges are the biggest item and the one that could be pro-rated if more theatres joined in.

Efforts are being made by Nathan Halpern, Theatre Owners of America and Fabian theatre TV consultant, to line up more houses for the La Motta-Murphy telecast on June 27, but equipment shortages and lack of cable facilities are likely to keep the number near the nine original participants. An RCA spokesman said yesterday that it is unlikely that his company will be able to install equipment in time and the cable difficulties may again keep theatres in Detroit, Minneapolis, Boston and Binghamton, N. Y., from receiving the closed telecast.

Nevertheless, theatre television has received tremendous impetus from Friday's affair. A run down of grosses reported from the field shows money-making potentialities.

Albany: Fabian's 3,700-seat Palace drew more than 4,000 persons at a regular admission of 74 cents. The gross more than doubled a good Friday night.

Baltimore: Loew's Century filled its 3,000 seats at the regular 65 cent admission and turned several hundreds away. The gross was 40 per cent above a comparable night. Many patrons came early and stayed for the fight after the screen bill. The 1,500-seat Harlem reported a gross 200 per cent above normal.

Chicago: Balaban and Katz's State-Lake and Tivoli sold out early and turned away hundreds. The State-Lake, which uses Paramount's intermediate film TV system, showed the fight again at the next show.

Cleveland: RKO's Palace raised its scale from 75 cents to 90 cents and filled its 3,300 seats easily. The $2,000 gross was almost double the usual figure.

Pittsburgh: Shea's Fulton, which held a special show at a raised admission of $1.30, grossed $1,856, triple the usual figure, and turned away hundreds.

Washington: RKO's Keith sold out long before the fight, as did the Lincoln, which raised its price to match the Keith's 90 cents.

Andrew Grainger, head of Shea's TV activities, said here yesterday that the Fulton would put its seats on a reserved basis for the La Motta-Murphy fight. It is believed that some of the other theatres will adopt a similar method, with most of the houses closing their box-offices for a period before putting the fight tickets on sale.

The hope that the theatres will continue to keep prices down and to show the next fight as an added attraction was voiced here yesterday by exhibitors interested in the forthcoming theatre TV hearings before the Federal Communications Commission. It is felt that these telecasts will be watched closely by the FCC members and that any unfavorable reaction to price hikes might be harmful.

Louis-Savold Films Ready for Theatre

Films of the Joe Louis-Lee Savold fight are available for theatrical release, it was announced here yesterday. The 25 minute short was made by K.C.R. Pictures for the International Boxing Club.

Bill Corum narrated the event and Joe Roberts supervised production. Max Kase of the *Journal-American* is the third principal of K.C.R. Pictures.

CBS-TV announced yesterday that a film of the Louis-Savold fight will be shown tomorrow night on Pabst Beer's regular Wednesday night boxing program. It will be the first time the bout has been available to the home television audience.

Same IBC Terms For Next Bout

The International Boxing Club, sponsors of the exclusive theatre telecasts of its fights, yesterday expressed its satisfaction with the results of the Louis-Savold fight, both at the Madison Square Garden box-office and in the theatres and added the hope that it would realize a little more cash from the theatres in the forthcoming La Motta-Murphy bout on June 27. Terms for the Louis-Savold telecast rights were a $10,000 guarantee or 40 cents per theatre seat and will remain the same for the next but the IBC spokesman looked for more theatres to join the network.

ATOI Cites Danger

(*Continued from page 1*)

short sight sell features to television that were made possible in the first place only by the revenue that was obtained from their regular customers—the theatre owners. Of course, they will start out by making only old pictures available to TV but this product will compete with many theatres operating on a marginal profit that in the order of things play pictures on a very late availability. As these theatres are forced to close, the producers will justify themselves in moving up the availability of their films for TV because of the loss of some theatre revenue and because the elimination of small theatres will mean their last theatre playdates will be liquidated that much earlier. As TV encroaches on the deepest runs remaining they, too, will be forced out. As there becomes fewer and fewer 'points of sale,' and movies get less accessible, theatre customers will diminish," it was stated.

Quality Decisive

"The biggest reason that the theatres will continue to be patronized is the quality of product that they have to offer," the ATOI continued. "Even in many towns where business is very seriously off, a real good picture continues to equal or exceed old records. With the huge sums that are necessary to make a top quality production it is economically impossible to retrieve the investment except through theatre box-offices. As long as the motion picture theatre has this kind of merchandise to sell the public they will stay in business," declared the ATOI.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"HARD, FAST and BEAUTIFUL"

ALBANY	Fox Scr. Rm. 1052 Broadway	Tues. 6/26	8:00 P.M.
ATLANTA	RKO Scr. Rm. 195 Luckie St., N.W.	Tues. 6/26	2:30 P.M.
BOSTON	RKO Scr. Rm. 122-28 Arlington St.	Tues. 6/26	10:30 A.M.
BUFFALO	Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues. 6/26	10:30 A.M.
CHARLOTTE	Fox Scr. Rm. 308 S. Church St.	Tues. 6/26	2:00 P.M.
CHICAGO	RKO Scr. Rm. 1300 S. Wabash Ave.	Tues. 6/26	2:00 P.M.
CINCINNATI	RKO Scr. Rm. 12 East 6th St.	Tues. 6/26	8:00 P.M.
DALLAS	Para. Scr. Rm. 412 S. Harwood St.	Tues. 6/26	2:30 P.M.
DENVER	Para. Scr. Rm. 2100 Stout St.	Tues. 6/26	2:00 P.M.
DES MOINES	Fox Scr. Rm. 1300 High St.	Tues. 6/26	1:00 P.M.
DETROIT	Blumenthals Scr. Rm. 2310 Cass Ave.	Tues. 6/26	2:30 P.M.
INDIANAPOLIS	Univ. Scr. Rm. 517 N. Illinois St.	Tues. 6/26	1:00 P.M.
LOS ANGELES	RKO Scr. Rm. 1930 S. Vermont Ave.	Tues. 6/26	2:00 P.M.
MEMPHIS	Fox Scr. Rm. 151 Vance Ave.	Tues. 6/26	2:00 P.M.
MILWAUKEE	Warn. Scr. Rm. 212 W. Wisconsin Ave.	Tues. 6/26	2:00 P.M.
MINNEAPOLIS	Fox Scr. Rm. 1015 Currie Ave.	Tues. 6/26	2:00 P.M.
NEW HAVEN	Fox Scr. Rm. 40 Whiting St.	Tues. 6/26	2:00 P.M.
NEW ORLEANS	Fox Scr. Rm. 200 S. Liberty St.	Tues. 6/26	10:30 A.M.
NEW YORK	Paris Theatre 4 West 58th Street	Tues. 6/26	10:30 A.M.
OKLAHOMA	Fox Scr. Rm. 10 North Lee St.	Tues. 6/26	10:30 A.M.
OMAHA	Fox Scr. Rm. 1502 Davenport St.	Tues. 6/26	1:00 P.M.
PHILADELPHIA	RKO Scr. Rm. 250 N. 13th St.	Tues. 6/26	2:30 P.M.
PITTSBURGH	RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues. 6/26	1:30 P.M.
PORTLAND	Star. Scr. Rm. 925 N.W. 19th Ave.	Tues. 6/26	2:00 P.M.
ST. LOUIS	RKO Scr. Rm. 3143 Olive St.	Tues. 6/26	2:30 P.M.
SALT LAKE CITY	Fox Scr. Rm. 216 East 1st St. South	Tues. 6/26	1:15 P.M.
SAN FRANCISCO	RKO Scr. Rm. 251 Hyde St.	Tues. 6/26	2:00 P.M.
SEATTLE	Jewel Box Scr. Rm. 2318 2nd Ave.	Tues. 6/26	2:00 P.M.
SIOUX FALLS	Hollyw'd Thea. 212 N. Philips Ave.	Tues. 6/26	10:00 A.M.

"Everybody must be at the Companion-approved movie!"



With women who want to be in the swim, the latest COMPANION-approved movie is a signal to dash to their local theater. They do it time and again—that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine*.

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"His Kind of Woman"— RKO RADIO PICTURES

"Mr. Imperium"— METRO-GOLDWYN-MAYER

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AVERAGE CIRCULATION: MORE THAN 4,000,000

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 119 NEW YORK, U. S. A., WEDNESDAY, JUNE 20, 1951 TEN CENTS

UK Industry Weighs New Tax Ultimatum

CEA Calls Council Meet On Gaitskell's Offer

By PETER BURNUP

LONDON, June 19.—The Cinematograph Exhibitors Association summoned an emergency session of its council for tomorrow following today's meeting between Chancellor of the Exchequer Hugh Gaitskell and representatives of four industry associations on the proposed admission tax increase.

A Treasury spokesman said that Gaitskell indicated the terms on which he is prepared to adjust the entertainment tax schedules in the pending Finance Bill and requested the four associations to consider his views separately.

Although no details of Gaitskell's terms were made public, it is understood that he adopted a "take it or leave it" attitude. In any event, the last legislative opportunity for relief

(*Continued on page 4*)

Controls Stay Off Industry

WASHINGTON, June 19.—With both House and Senate Banking Committees approaching the end of their voting on the Defense Production Act extender, continuation of the price control exemption for film admissions and film rentals seems almost certain.

Both Committees have already passed by this provision in their ten-

(*Continued on page 4*)

U-I Expanding TV Picture Promotion

Wide use of television in the promotion of its pictures has been inaugurated by Universal-International as a part of its over-all sales policy. With one television service for exhibitors now entering its third year, the studio has announced an expansion of its TV promotional activities with the launching of an added service entitled "Movie Star Album."

The new service, which will consti-

(*Continued on page 2*)

A.J. O'Keefe and Ted Gamble in New Circuit on Coast

A new Coast theatre circuit is in the making, with A. J. O'Keefe and Ted Gamble as partners, operating as Gamble and O'Keefe, Inc.

Five theatres have already been acquired and conferences will soon start in the West for the acquisition of several additional houses.

The partners yesterday jointly announced here that the first properties include the DeAnza Theatre in Riverside, the Obispo in San Luis Obispo, the Ritz in Handford, and two others, all in California.

O'Keefe, former Universal Pictures sales executive, will leave New York this week by motor to make his future residence in Los Angeles. He will be joined there shortly by Gamble, who is also presently in New York.

O'Shea, Pickman on Sales Drive Tour

E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp. and Jerry Pickman, director of advertising-publicity, will leave here tonight for Los Angeles, first stop on a week's tour of divisions in the current "Salute to Al Schwalberg Sales Drive," scheduled for July and August.

Their itinerary includes conferences as follows: tomorrow and Friday, with George Smith, Western division manager, at Los Angeles; Monday and Tuesday, with Duke Clark, South-

(*Continued on page 4*)

NY 'P.R.' Group To Meet Today

A regular bi-weekly meeting of the Joint Public Relations Committee of the Motion Picture Industry of Greater New York will be held this afternoon at the St. Moritz Hotel here. The committee will hear reports on and consider plans for the cooperative public relations drive being conducted by special consultant Lynn Farnol.

Schlaifer Company Expanding, Adds 6 Sales Managers

Expansion in terms of personnel, product and physical facilities for the Jack Schlaifer Organization, distributors of independently-made Hollywood pictures, foreign films and reissues, was disclosed here yesterday by L. Jack Schlaifer, president.



Jack Schlaifer

Schlaifer, who will leave New York next week on a tour that will take him ultimately to Hollywood for product negotiations, announced he has added to his staff the following six sales

(*Continued on page 4*)

Film & Equipment Exports Up Sharply in 1st Quarter

WASHINGTON, June 19.—Exports of motion picture films and equipment during the first quarter of this year were up sharply about 26 per cent over totals of a year earlier, the Commerce Department reported. This was the first time in over two years that a current quarter exceeded the figures for the year previous.

Substantially larger exports of exposed feature films and of equipment were mainly responsible for the increased total, but practically all types of raw stock were also higher.

Exports of exposed feature films,

(*Continued on page 4*)

More Theatre TV For D.C. Circuits

WASHINGTON, June 19.—Interest in theatre television is booming among exhibitors in Washington, where TV equipment has already been installed and used in RKO Keith's and District Theatres' Lincoln Theatre. Sidney Lust has equipment for two theatres on order from RCA, it was learned, and if it proves successful, plans to install equipment in all nine of his indoor theatres.

K-B Amusement Co. is considering equipment for its six theatres, and officials of the circuit will meet late this

(*Continued on page 4*)

MMPTA Hits Tax Bill's Exemptions

Set to Fight Provisions Favoring Benefit Shows

The Metropolitan Motion Picture Theatres Association was prepared yesterday to take the lead in opening a strong fight against the admission tax exemption provisions of the 1951 Revenue Act which has been reported out of the House Ways and Means Committee.

D. John Phillips, MMPTA executive director, contended that motion picture theatres and the public both stand to suffer in consequence of the exemptions which the bill would grant film and other shows sponsored by a wide variety of societies and organizations which adhere to the non-profit principle.

Phillips quoted one of the MMPTA members as maintaining that "we'll all be non-profit if this bill goes through." The MMPTA executive director said he saw cause for alarm in the lack of concern for the provi-

(*Continued on page 4*)

Hit Tax on Free Tickets

WASHINGTON, June 19.—The House Ways and Means Committee said today that the present method of computing admission taxes on reduced or free admissions "is contrary to the general principal of an *ad valorem* tax."

At present, the Federal tax is charged on reduced or free tickets on

(*Continued on page 4*)

Cashiers Win Raise; No Strike at RKO

An 11th-hour settlement yesterday between representatives of the IATSE and RKO Theatres averted the strike of box-office cashiers which was slated to take place this morning at the circuit's houses in Greater New York. An agreement providing for a compromise wage raise for the 80 members of Theatre Cashiers Local No. B-52 was arrived at to conclude two days of negotiations in the presence of

(*Continued on page 4*)

Mayer Predicts New Industry Stature At Virginia Meet

RICHMOND, Va., June 19.—The industry will grow to an importance and magnitude far beyond its present stature, it was declared here today by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, in an address before the convention of the Motion Picture Theatre Owners of Virginia at the Jefferson Hotel.

"I have no patience," Mayer said, "with those who see in our present difficulties the end of a business which has been and still is the principal source of entertainment for millions of people all over the world. We are in the midst of a revolution in entertainment, but if the men and women of our business keep their heads and use their imagination it will be the picture business which will reap the final benefits of the changes this revolution will bring about."

Plan WB Exchange For 5 Jap Cities

Warner Brothers plans to open exchanges in the five leading cities of Japan—Tokyo, Osaka, Nagoya, Fukuoka and Sappora—the company revealed here. At present the Motion Picture Export Association represents Warner and other majors in Japan under licenses that expire at the end of this year.

Wolfe Cohen, general foreign manager of Warner, announced the appointment of Jack Dagal, formerly manager for Hongkong, as Warner's general manager for Japan. Dagal has already made preliminary surveys of the market and has left for Tokyo to complete final arrangements. Meantime Dagal will supervise Warner's Hongkong and Formosa operations.

Cohen has appointed Richard Ma, formerly assistant manager in Hongkong, manager there, succeeding Dagal. Ma will also be in charge of Warner operations in Formosa. The Taiwan office is in charge of S. H. Ko.

Arrangements are in progress for the purchase and erection of suitable quarters in the key cities to house distribution.

Johnston Presented Brotherhood Award

Eric Johnston was presented with the National Conference of Christians and Jews' Brotherhood Award "for distinguished service in the field of human relations" before an audience of 1,000 at the Waldorf-Astoria here last night. Johnston was Brotherhood Week chairman last February.

Presentation of the plaque was made by NCCJ national co-chairman Roger W. Straus. Dinner chairman David L. Yunich presided.

Johnston spoke on current economic problems. In accepting the award he said it was a symbol of progress for the day-in-day-out endeavors of the NCCJ.

Personal Mention

HERMAN M. LEVY, general counsel to Theatre Owners of America, was in New York yesterday from New Haven.

•

RALPH LANTERMAN, city manager for Walter Reade Theatres in Morristown, N.J., has been elected first vice-president of the Lions Club in that community.

•

H. ALEXANDER MACDONALD, producer, and associate of DOUGLAS FAIRBANKS, JR., has arrived here from London.

•

MILTON E. COHEN, United Artists Southern and Western sales manager, has left here for a tour of the company's Midwest exchanges.

•

AL RACKIN, public relations counsel for ROY ROGERS and DALE EVANS, is here from Hollywood.

•

WILLIAM PINE has returned to the Coast from New York.

JACK COHN, executive vice-president of Columbia, arrived here from Rome by air yesterday.

•

IRVING SOCHIN, assistant to C. J. FELDMAN, Universal domestic sales manager, underwent an emergency operation for appendicitis at New Rochelle Hospital on Monday.

•

KERMIT C. STENGEL, executive vice-president of Crescent Amusement Co., has been elected a director of the Tennessee Safety Council.

•

JOSEPH A. WALSH, head of branch operations for Paramount, is in Butte, Montana today on a tour of exchange cities.

•

JACK BRODER, president and chairman of Realart Pictures, Inc., is due here today from the Coast.

•

TED BARKER, publicist for Loew's Cleveland theatres, is vacationing in California.

Skouras, Lichtman, Einfeld to Return

Following a series of studio conferences integrating plans promulgated at the 20th Century-Fox convention last week, company executives Spyros P. Skouras, Al Lichtman and Charles Einfeld will return here from the coast today to place the various innovations into work.

Already launched is a series of regional meetings with the entire field sales staff being held by Arthur Silverstone and Edwin Aaron, Eastern and Western sales managers. Skouras, Lichtman and Einfeld will stress the new merger of sales and advertising in merchandising pictures to the public.

Top 'Headhunter' Grosses

RKO Radio's "Jungle Headhunters" is said to be heading for the best first week's gross of any picture to play the Grand Theatre, Chicago, this year. It is understood that the gross will reach $16,000 for the week. At the Madison, Detroit, the only other house to play the picture, grosses for the first five days are ahead of any other RKO Radio release to play the theatre. An expected gross of $6,500 would set a new week's record for the house, it was said.

'The River' at the Paris

Jean Renoir's "The River," declared to be first feature production to be filmed entirely in India in Technicolor, will have its world premiere at the Paris Theatre in New York in mid-September, it was announced here yesterday by William J. Heineman, United Artists sales vice-president.

Beaumont to Aid 'Alice'

Kathy Beaumont, the voice of Alice in "Alice in Wonderland," will arrive here today from the Coast for two weeks of promotions for the RKO Radio release which will have its premiere at New York's Criterion Theatre on Aug. 1.

Disney Scores Twice At Berlin Festival

Walt Disney's "Cinderella," and "Beaver Valley" were winners of first prizes at the Berlin Film Festival, according to word received at the RKO Pictures home office.

"Cinderella" was also selected for a special prize by a public vote of the citizens of Berlin. "Cinderella" was Disney's all-cartoon release last year, and "Beaver Valley" was the Academy Award winning short of the True-Life Adventure series.

Armand Denis Will Make One for RKO

An agreement has been signed between Harry J. Michalson, president of RKO Pathe, and explorer Armand Denis to produce and direct a feature adventure picture in Africa for RKO Radio release, it was announced here yesterday by Ned E. Depinet, president of RKO Radio.

Denis, who won the Adventurers Club medal for 1950 for "Savage Splendor," which was also released through RKO, will leave here to make the film early in July.

Mulvey Deposition to Be Taken in N. Y.

A deposition by James A. Mulvey, president of Samuel Goldwyn Productions, will be taken here on June 26 by attorneys for United Detroit Theatres and Cooperative Circuit, defendants in the anti-trust suit filed in Detroit by the Society of Independent Motion Picture Producers of Hollywood.

Promotes Roy Rogers

An innovation in advertising agency presentations on behalf of a motion picture star is a Roy Rogers 30-minute 16mm. film, specially prepared by W. Arthur Rush, manager for Rogers, to be shown by ad agencies to sponsors.

Newsreel Parade

PRESIDENT TRUMAN signing the India grain bill and reports from Korea are covered in current newsreels. Other items include the consecration of Monsignor Sheen as Bishop, the French elections and sports. Complete contents follows:

MOVIETONE NEWS, No. 50—Communists lose French elections. Montreal fire. India Grain Bill signed. Texas hails Gen. MacArthur. Most Rev. Fulton Sheen consecrated as Bishop. College regatta. Golf tournament. Track meet.

NEWS OF THE DAY, No. 284—French elections. Fire in Montreal hospice. Miss Truman in Holland. Wheat for India. Ben Hogan wins national open. Intercollegiate regatta. Belmont stakes turf thriller.

PARAMOUNT NEWS, No. 87—Wisconsin scores rowing upset. France goes to the polls. Stars in Albuquerque. Pint-size fashions—every one a doll. Fire in Montreal. Ben Hogan wins golf tournament.

TELENEWS DIGEST, No. 25-A—Korea: capture of Chorwon. Report on Eniwetok tests. Europe: Red economies feel the pinch. Sport flashes: Patty Berg wins in Weathervane open golf tournament.

UNIVERSAL NEWS, No. 466—Montreal fire. Wheat for India. Royal outing in Holland. Sheep roundup in Chile. Flashes from the sport world: Marietta regatta, track meet in Seattle, Ben Hogan wins golf tourney.

WARNER PATHE NEWS, No. 89—Montreal fire. President Truman signs India Grain Bill. French elections. Ben Hogan wins U. S. open. Marietta regatta. Track meet in Scattle. Counterpoint takes Belmont stakes.

400 at Services for Joseph Hornstein

Some 400 persons, including scores of prominent industry figures, attended funeral services for Joseph Hornstein at Riverside Funeral Chapel here yesterday. The president of the Joe Hornstein theatre equipment firm died Sunday at the age of 65. Burial was at Lynwood Cemetery, Farmingdale, L. I.

Among those in attendance were Budd Rogers, Bert Sanford, Samuel Rinzler, Edward Lachman, Fred Matthews, Nat Saland, Emil Kern, M. O. Faige, Jack Noland, Paul Reiss, Joe Ingber, Harry Brandt, William Brandt, Eugene Picker.

The Hornstein offices here were closed Monday and yesterday.

Services for Tansey

HOLLYWOOD, June 19.—Funeral services will be held tomorrow in North Hollywood for Robert Tansey, producer-director of Western features, who died Sunday from a heart attack. The widow and a daughter survive.

U-I Expanding TV

(*Continued from page* 1)

tute a five-minute program, will be set up on a regular bi-weekly basis, with each show being devoted entirely to the life of a film star. Each show is made up of 20 stills, a transcription of the star's voice and prepared script to enable individual station announcers to "interview" the personality.

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TOPS LAUREL AWARDS!

M-G-M swept the awards as usual this year. Keep up-to-date with Leo's new contenders for industry honors. Attend the trade shows. Here are two more Big M-G-M Attractions!

"RICH, YOUNG AND PRETTY"

(Technicolor)

TRADE SHOW JUNE 29th

RICH with song and romance! YOUNG as its youthful stars! And PRETTY as a Technicolor jewel! Jane Powell follows her "Royal Wedding" success with a darling show. Tell the Vic Damone fans he's terrific! And that new idol of the gals—Fernando Lamas! Packed with talent and top tunes. It's a sure-fire hot weather attraction!

★

"THE LAW AND THE LADY"

TRADE SHOW JULY 10th

Remember gorgeous Greer in "Julia Misbehaves"! She's misbehaving again in her new role as a Chambermaid who yearns for luxury and disguised as Lady Loverly embarks on a life of larency and love. Watch handsome Latin lover Fernando Lamas! Marjorie Main's a riot! Here's a show packed with laughs and action!

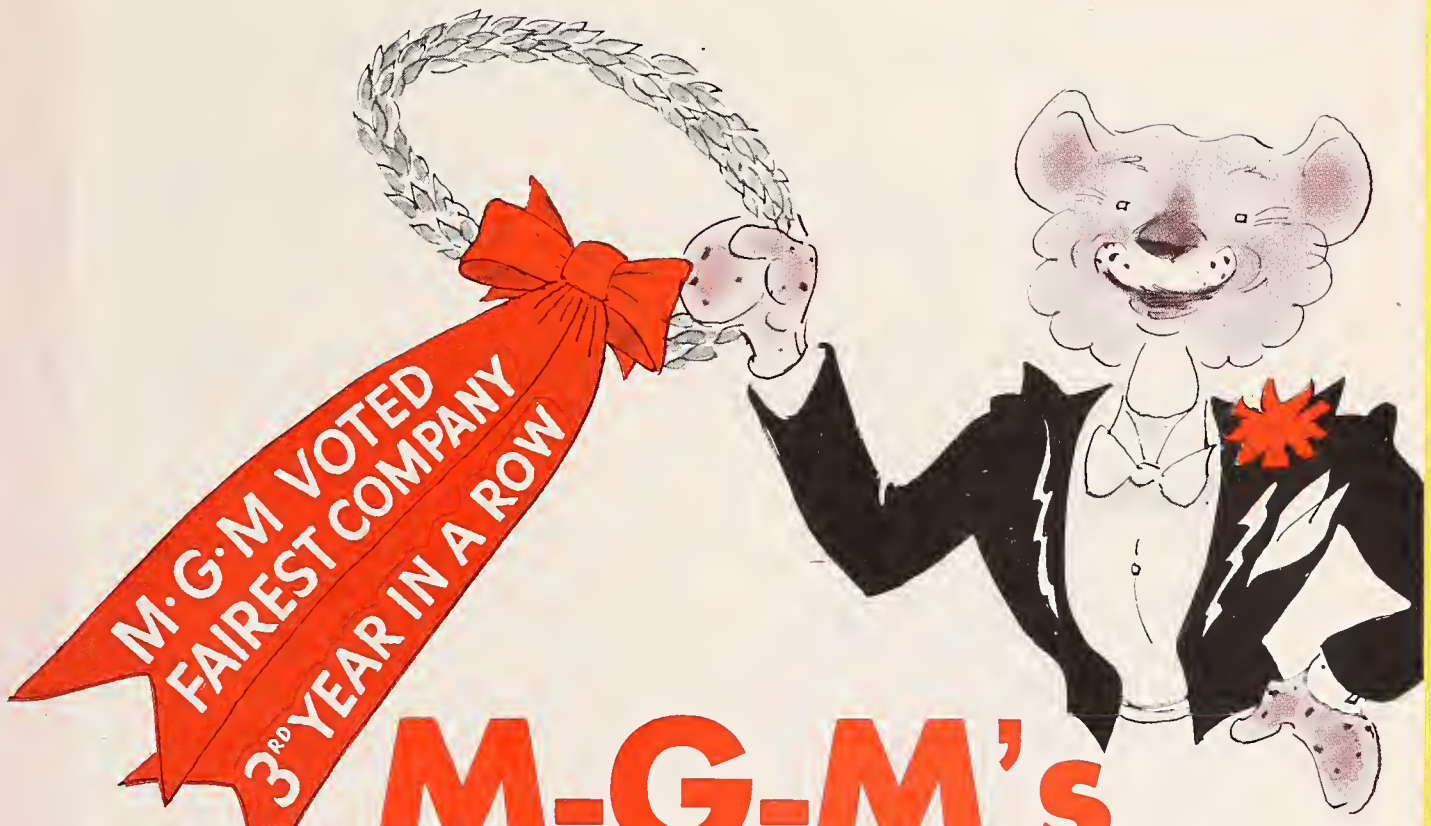
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1950: "Which company gives you the Fairest Break?" **M-G-M**

1951: "Which company gives you the Fairest Break?" **M-G-M**



M-G-M's PROUDEST HONOR!

The results of THE EXHIBITOR MAGAZINE'S Annual LAUREL AWARDS again shower Leo with many FIRSTS, but his gratitude to you is greatest for "FAIREST COMPANY" award the 3rd successive year!

MMPTA Hits

(*Continued from page* 1)

sions which he said has been apparent among other exhibitor organizations.

House Vote Near

The bill, H. R. No. 4473, which is scheduled to come up in the House of Representatives shortly for a vote, has not yet been acted upon by the Senate. In providing for the continuance of the 20 per cent theatre admissions tax, the bill specifically exempts religious, educational and charitible institutions, organizations which maintain cooperative or community center motion picture theatres, veterans' organizations and others that provide entertainment for benefit purposes. In Phillips' opinion such benefits, now subject to the 20 per cent tax, will have regular theatres at a disadvantage price-wise if the bill becomes law. On the other hand, he said there would be nothing to prevent benefits from charging prices commensurate with tax-inclusive theatre admissions, with the result that a larger margin would accrue to the benefit sponsors at the public's expense.

Tax on Free Tickets

(*Continued from page* 1)

the basis of the full established price. The Committee's tax bill would change this so the tax would be computed on the reduced price, and would be waived entirely on passes.

'Rubs' Public

In its report on the tax bill, filed today, the Committee said that not only was the present method unfair but it made for cumbersome administration and also "represents a source of irritation to the public." The change would mean about $6,000,000 less annually in admission taxes.

The tax bill is slated to come up on the House floor tomorrow under a procedure barring any changes and allowing only a "yes" or "no" vote on the bill as a whole. Final passage is slated for late Thursday.

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Review

"Native Son"

(Classic Pictures)

RICHARD WRIGHT'S popular novel and play has been translated to the screen with provocative effect. The author himself plays the lead as Bigger Thomas, a sensitive Chicago Negro whose violent reaction to prejudices results in tragedy. Made in Argentina, this Walter Gould presentation is gripping entertainment even though it occasionally shows the mark of spotty direction and an uneven script. The location backgrounds shot in Chicago as well as the naturalism of many of the secondary players contribute much to the picture's realism.

From the opening scene there is a mood of brooding and potential explosiveness. Resenting the degradation around him, Wright rebels. He finally gets a job as a chauffeur and without meaning to, kills the boss's daughter in a state of fear. Disintegration follows rapidly. First he tries to transfer the blame to someone else and collect a ransom. Then he is hunted down like a symbolic rat in the horribly dilapidated buildings of the slum section. Thinking his girl betrayed him, he kills her in a last desperate act of defiance.

The picture depicts earnestly the consequences of prejudice and poverty. Jean Wallace plays the beautiful white girl with a rage to live and Gloria Madison is the colored sweetheart of Wright's.

Pierre Chenal directed and collaborated on the screenplay with Wright. James Prades produced.

Running time, 90 minutes. Adult audience classification. June release.

MANDEL HERBSTMAN

Schlaifer Company

(*Continued from page* 1)

managers: Jack Bellman, former Eagle Lion Classics national circuit contact, who will be New York Metropolitan district sales manager; Grover Parsons, former ELC Atlanta district manager, Southeastern sales manager; William Shartin, former ELC Seattle branch manager, Northwestern sales manager; Al Glaubinger, former ELC Cincinnati branch manager, Central states sales manager; Claud E. Morris, Los Angeles district sales manager: Max Cohen, former ELC Washington branch manager, Washington sales manager.

Schlaifer said his company is geared to handle two pictures a month. With the acquisition of three new films, the company at present is selling 12.

Film Exports Up

(*Continued from page* 1)

according to Commerce film chief Nathan D. Golden, totalled 73,977,998 feet, moderately valued at $2,464,033 in the first quarter of 1951, compared with 64,866,072 feet, moderately valued at $1,912,787 in the first three months last year. Both positive and negative films in both 16 and 35mm. sizes were up, in terms of feet as well as dollars.

Cameras, Projectors

Equipment exports, sparked by gains in 16mm. cameras, 35mm. projectors and 16mm. sound projectors, were up more than 40 per cent with a 1951 first quarter total of $2,689,730, against a 1950 figure of $1,898,120.

Largest drop during the period was registered by 35mm. positive raw stock, which fell from 50,677,959 feet, moderately valued at $641,330 to 31,268,162 feet, valued at $491,311.

Controls Stay Off

(*Continued from page* 1)

tative voting with no indication of any move to end the exemption. Committee members said they knew of no Congressman or Senator who had expressed an intention of trying to end the exemption.

Both Committees hope to wind up their voting tomorrow or Thursday.

UK Tax Ultimatum

(*Continued from page* 1)

will be at the report stage of the Finance Bill, due around June 24.

The four trade associations — the CEA, British Film Producers Association, Kinematograph Renters Society and the Association of Specialized Film Producers—have been meeting with Sir Wilfrid Eady for several weeks in an attempt to get some modicum of relief. Eady's position has been that the government does not mind how the exhibitor adjusts his seat prices as long as the Treasury gets an additional $21,000,000 in taxes.

MPAA Consulted

The CEA is acting in close consultation with Motion Picture Association of America representatives here. The latter have made it clear that they have no desire to embarrass negotiations between the government and the trade, but American acquiescence is essential to the extension of the Eady Plan of aid to British producers.

It is accepted here that the door is now open for John McCarthy, MPAA foreign director, to insist upon free convertibility of American film earnings when he arrives next month for formal talks with Sir Hartley Shawcross, Board of Trade president. It is believed that the only strings Shawcross will attach is a sort of "gentleman's agreement" for U.S. companies to continue to produce here on a scale at least equal to the present.

O'Shea, Pickman

(*Continued from page* 1)

Central division manager, at Dallas; Wednesday and Thursday, with J. J. Donohue, Central division manager, at Chicago.

D. C. Circuits

(*Continued from page* 1)

week with RCA officials here. Lloyd Wineland's Fairlawn Theatre Co. is also seriously considering installing theatre TV equipment and District Theatres head Morton Gerber, pleased with the fight experiment at the Lincoln, has plans for putting equipment in other of his theatres.

Say NJ Allied May Be Persuaded to Admit Pa. Houses

Should the rift between national Allied and its Eastern Pennsylvania regional persist, it is likely that Allied Theatre Owners of New Jersey will be urged to expand to take in any theatre operators in the dissident unit who may not look with favor on separation from the national organization, according to observers here.

Allied Independent Theatre Owners of Eastern Pennsylvania was suspended as a member of national Allied as of June 1 for non-payment of dues. At the same time, Sidney Samuelson, president and general manager of the regional, was dropped from the Allied States board.

Years Before

Many years ago, before the formation of the New Jersey unit, a number of theatres in and around Atlantic City were members of the Eastern Pennsylvania organization, it was recalled. The reasoning is that therefore it could be expected that reluctants within Samuelson's organization could continue their membership in national by affiliating with Allied of New Jersey. It would follow, of course, that the name of the latter unit would be subject to alteration to give identification to any Pennsylvanians that came over.

Queried about the rumors that New Jersey Allied might expand for this purpose, Wilbur Snaper, president of the unit, said he knew of no such arrangement.

See Compromise

It has been pointed out by observers that Eastern Pennsylvania has been suspended, not expelled, from national Allied, and that there remains the possibility that differences can be settled before an actual break threatens. On the other hand, it was said, the differences may be deep-rooted enough to make the transition from suspension to expulsion merely a matter of time.

Eastern Pennsylvania is the only Allied regional which has refused to go along with the national organization in support of the Council of Motion Picture Organizations.

The unit's board is expected to meet soon to discuss the situation.

Cashiers Win Raise

(*Continued from page* 1)

Commissioner L. A. Stone of the Federal Mediation and Conciliation Service.

Mrs. Charlotte Campbell, president of the local, said the company will increase the cashiers' minimum weekly pay from $28 to $30, will put in force upon the approval of the Wage Stabilization Board a $2 per week increase, retroactive to Sept., 1950, and will grant an automatic $1 weekly increase next September. The union had sought a $3 increase with automatic raises.

FILMS FOR SALE

35 features—250 shorts—all 35mm sound negatives. Mostly American and of all types. About ¼ acquired by laboratory liens, balance owned outright. Prints on some and several good for re-issues. Will accept first $25,000 cash offer. Principals only. No brokers. Box 458, Motion Picture Daily, 1270 Sixth Ave., New York 20.

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RKO RADIO PICTURES

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 120 NEW YORK, U.S.A., THURSDAY, JUNE 21, 1951 TEN CENTS

Capital Gone, British FFC Faces Crisis

Shawcross Must Raise Cash or Drop Subsidy

LONDON, June 20.—The government's Film Finance Corporation has exhausted its capital and is dependent upon repayments of previous loans, it was learned this week.

Sir Hartley Shawcross, Board of Trade president, is faced with the prospect of either asking the government for another huge outlay of cash or of letting the subsidy plan go by the board.

Repayments are not up to the standard expected by the FFC, and producers applying for loans are being told to wait until next year. Income from the Eady Plan, which provides for producers to share in a portion of the entertainment tax returns, is not enough to keep production going.

Tom O'Brien, head of the National

(*Continued on page 5*)

Ill. Allied Weighs Air Promotion

CHICAGO, June 20.—Although Allied of Illinois has not actually contracted for sponsorship of a radio program to promote public goodwill for the industry and increase box-office business, the organization is considering a half-hour program featuring Chicago *Sun-Times* motion picture critic Sam Lesner and disc-jockey Myron Barge.

The proposed Allied program would

(*Continued on page 5*)

Sees TV Boosting Color Production

About 90 per cent of Hollywood production will be in color in the next two or three years, independent producer Irving Allen predicted here yesterday. One of the causes will be the development of color television, Allen said. "The independent producer who has a color backlog will make money by releasing them to television," he asserted. Allen said that he welcomes the television market.

Allen will fly to Vienna today where

(*Continued on page 5*)

Holds Producers Are Not Bound to Deal with Ascap

Hollywood's producers need not feel bound to negotiate with Ascap for licenses to use soundtrack music, it was asserted here yesterday by Sam Cummins of Foreign and Domestic Music Co., an Ascap member. Cummins said this assertion is backed up by the decision handed down recently in U. S. District Court here by Judge Charles A. Dewey in the "Ecstacy" infringement action brought by Foreign and Domestic against Arsta Pictures.

Ascap, forbidden by the courts from collecting soundtrack music fees from theatres in consequence of the anti-trust action of some two years ago, brought by Brandt Theatres, has been negotiating with producers to secure payment for film music. Agreements were expected early this year, but since then it has become apparent that the producers have been reluctant to pay the amount Ascap sought. The original Ascap negotiating committee quit and a new one was appointed to continue the talks.

Cummins contends that the Dewey decision, viewed as affecting the differentiation between performance and

(*Continued on page 5*)

CEA Council Accepts U.K. Tax Proposals

London, June 20.—The Cinematograph Exhibitors Association's general council today accepted the tax proposals made yesterday by Chancellor of the Exchequer Hugh Gaitskell, but agreed not to reveal the details of his offer until the Finance Bill reaches the report stage in the House next week.

Other trade organizations to act on Gaitskell's proposals are the British Film Producers' Association, Kinematograph Renters' Society and the Association of Specialized Film Producers.

N.Y. Attorneys Plan Fight for 'Free' TV Shows

Action on the legal front to thwart all efforts to put the television audience on a paying basis was promised here yesterday by a group of New York attorneys who have formed a Fair Television Practices Committee.

Theatre television, as well as Phonevision and other pay-as-you-see TV devices, have aroused the ire of the legal group, headed by Jerome W. Marks of 25 Broad St., New York, and action ranging from requests for the suspension of TV station licenses to the "legal right of boycott" is promised for those who would interfere with "free" television shows.

Marks said yesterday that the committee has no ties with radio or television interests and is merely a group

(*Continued on page 5*)

Reverse Decision in Woods Theatre Case

CHICAGO, June 20.—The Superior Court of Illinois, First District, has reversed the Woods Theatre case decision handed down by the Appelate Court of Cook County. It has instructed the Appelate Court to enter a decree directing the defendants, Essaness Theatres Corp., Woods Amusement Corp., Edwin Silverman, Edward Blackman, and Velma Silverman, to give to the plaintiffs, Beatrice Glasser, Selma Melvin, Bessie Altschuler, James Booth, Ruth G. Booth and Minnie Stern, the option to buy the building at the price Essaness

(*Continued on page 5*)

$30,000 for TV Rights to Republic's Rogers Films, $20,000 for Ryders

Hollywood, June 20.—Hollywood Television Service, Republic subsidiary handling the sale of that company's old films for television, following screenings here for advertising agencies, quoted prices ranging down from $30,000 for the first-run telecasting rights to Roy Rogers features, to $20,000 for Red Ryders.

Simultaneously, Gene Autry, whose Republic films are offered at $20,000 for TV, announced from Des Moines that he will sue any television station using any of his Republic product. Rogers previously had made a similar statement. Hollywood Television Service told prospective buyers that they would be indemnified against such legal action.

Schine Seeks Added Time To Divest 11

Houses Reported Slow To Attract Purchasers

The Schine circuit, which under its consent decree is required to divest itself of 11 theatres by Sunday, will ask the Department of Justice to agree to a time extension, it has been learned here.

The last previous report was that the circuit had not succeeded in selling any of the number stipulated for disposal this year.

Schine's divestiture plan calls for the sale of 39 theatres over a period of three years. The circuit more than met its first year quota, selling 15.

The remaining houses, however, have been slow to attract purchasers, it was said, and the second year's quota has not been fulfilled.

Harold Horowitz, Schine's attorney here, has declined to reveal the number of theatres sold during the past year.

Set More Plans for TOA Meeting Today

With the outlines of the Theatre Owners of America convention agenda already prepared, the general convention committee, under the chairmanship of Si H. Fabian, is due to meet here today for additional discussion and selection of sub-committee chairmen who will be responsible for various facets of convention activity.

The convention will be held Sept. 23-27 at the Hotel Astor here in

(*Continued on page 5*)

Film Forums to Be Held by Academy

HOLLYWOOD, June 20.—Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, has announced the inaugural of a monthly Academy Film Forum, the first two will be held at the Academy Theater on Sunday evening, July 15.

Paramount's production of George Stevens' "A Place in the Sun" has been selected as the picture to be shown.

Following the showing, George

(*Continued on page 5*)

Hyman on Coast Seeking 52 Mono. Films for Video

HOLLYWOOD, June 20.—Elliott Hyman, who heads the syndicate which financed the deal which brought Walter Wanger under the Allied Artists banner, is here to negotiate a deal with Monogram for the television rights to 52 pictures.

As projected, the deal would give Hyman's Telinvest Co. a seven-year license on 26 old features and on 26 Westerns, with Monogram to receive approximately $1,000,000 over the seven-year period.

If the deal is concluded, Hyman will distribute the films to television through his own channels.

A spokesman for Flamingo Films, television films distributor here, yesterday refused to comment on reports that Flamingo will take over Hyman's Telinvest Co.

Cancels 'Bitter Rice' Because of Protests

WASHINGTON, June 20.—A scheduled showing of "Bitter Rice" has been cancelled at the neighborhood Greenbelt Theatre because of protests that it was a "filthy" picture. The move to bar the film was led by a Catholic Action group which said the film had been condemned by the Legion of Decency. The Greenbelt is operated by the cooperatively-owned Greenbelt Community Services, Inc., and Samuel Ashelman, manager of the organization said that although the film had been passed by the Maryland State Board of Censors, "our theatre is cooperatively owned and if a large number of people disapprove of a picture, we are happy to cooperate in withdrawing it."

The Italian-made film was shown at the Dupont Theatre in Washington without controversy.

SDG to Hold Film Forum Tonight

The Eastern Screen Directors Guild will hold its fifth public film forum at 8:30 tonight at the New York Museum of Modern Art. On the program will be screenings of several films made for foreign distribution by different branches of the U.S. government.

There will also be a panel discussion with Lewis S. Baer, chief of the motion picture section of the Office of the Secretary of the Army, as moderator. Jack Glenn is president of the Guild.

Lester Cohen in New Warner Post

Lester Cohen has been named assistant Atlantic division manager of Warner Brothers, in the division supervised by division manager Ary Lima, comprising Argentine, Brazil, Chile, Uruguay and Paraguay, it was disclosed here yesterday by Wolfe Cohen, Warner's general foreign manager. Cohen, who will make his headquarters in Rio de Janeiro, was formerly manager in Peru.

Personal Mention

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by MAX FELLERMAN and AL SICIGNANO, will be in Buffalo and Rochester tomorrow from here, for conferences with JAMES H. ESHELMAN and ARTHUR KROLICK. They will return to New York over the weekend.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, will leave here today by plane for Kansas City, where he will install H. L. FROST as branch manager. After four days there he will go to St. Louis, Milwaukee, Omaha and Des Moines.

•

OLIN H. CLARK, M-G-M's Eastern story head, will return here tomorrow from Canada.

•

WILLIAM A. WELLMAN, director, will visit the East from Hollywood at the end of the month.

•

JACK BERKSON, president of Screencraft Pictures, will return here today from Buffalo.

•

STEVE STRASSBERG, Lopert Films publicist, has returned here from Buffalo.

•

GLORIA SWANSON has been elected vice-president of the Puritan Dress Co. of Boston.

•

TED R. GAMBLE, head of Gamble Enterprises, is due here today from Washington.

ARTHUR KRIM, president of United Artists, will leave here today by air on a four-day business trip to London and Paris.

•

JAMES L. STANTON, head booker for M-G-M in Atlanta, has been promoted to salesman, effective immediately, and will transfer his activities to the company's new branch at Jacksonville. EDWARD BENDLER, booker, succeeds STANTON as head booker, while CHARLES TURNER, salesman, at Atlanta, has been transferred to the Jacksonville branch.

•

MRS. PAULINE ABRAHAMS, wife of Sanford Abrahams, Monogram-Allied Artists assistant director of advertising and publicity in Hollywood has entered the California Lutheran Hospital for surgery.

•

AMERICO ABOAF, vice-president and general sales manager of Universal International Films, will leave here tomorrow on a two-weeks survey in Cuba and Mexico.

•

ALFRED HITCHCOCK was made an honorary member of the Pittsburgh press corps upon his appearance in that city yesterday.

•

DOUGLAS TRAVERS, RKO Pathe president in charge of production, is currently on the Coast from New York on business.

•

JERRY BRONFIELD of RKO Pathe's production staff, is in Cambridge, Mass., on business.

'Show Boat' Replica Launched Tonight

Tex and Jinx, radio and Television performers, tonight will launch the "Show Boat" replica which M-G-M is sending on tour in advance of and tied in with openings of the picture throughout the country.

The miniature *Cotton Blossom* will be launched in front of the Hudson Theatre, with Joe E. Brown, the Capt. Andy of the Technicolor musical, and William Warfield, who appears as Joe, on hand for the festivities which are to be televised from the theatre's stage over WNBT from 6:30 to 7 P.M.

'Miyah' Reception

The Arabian American Oil Co. will be host here this afternoon to the trade press at a screening and reception for "Miyah," a 40-minute color documentary, at the Waldorf Astoria.

Mrs. Kirby Services

Funeral services will be held here today at Riverside Memorial Chapel for Mrs. George Kirby, wife of the manager of Loew's Olympia Theatre, New York. She died suddenly on Tuesday.

KMTA Plans Fall Meet

KANSAS CITY, Mo., June 20.—The board of directors of the Kansas Missouri Theatre Association today appointed a convention committee to plan for the fall meet.

Assigns Schwalb to Bowery Boys Series

HOLLWOOD, June 20.—Ben Schwalb has been assigned to take over the production of the Bowery Boys series formerly produced by Jan Grippo, affiliated with Monogram and Allied Artists since November 1949, Steve Broidy, president, announced.

Under a deal reported by Broidy on June 4, Monogram has taken over from Grippo the series which it has been releasing, and also has acquired the star contracts of Leo Gorcey and Huntz Hall. Grippo retains a financial interest in the comedies.

Honor Miss Leczer at Farewell Dinner Here

Sixty M-G-M home office executives and associates of Margaret Leczer last night attended a farewell dinner in her honor in the Astor Hotel here, at which time she was given a silver service set.

Miss Leczer on June 29 will retire from M-G-M after acting as secretary to William F. Rodgers, sales vice-president for the past 25 years. Ruth Lewis, Hilda Lesser and Rose Klein comprised the committee handling the dinner, which was attended by Rodgers, E. M. Saunders, Charles M. Reagan, H. M. Richey, John P. Byrne, Silas F. Seadler, Bob Lynch, Herman Ripps, Saal Gottlieb, George Maurer, Bill Ornstein, among many others.

Four More State Legislatures Quit

Washington, June 20.—Only nine state legislatures are still in session, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

Recent adjournments were in Texas, Connecticut, Wisconsin and Florida. In the latter state a sales tax was enacted but film rentals were exempted, Bryson said.

Industry Receipts $2-Billion, Says US

WASHINGTON, June 20. — Corporations in the motion picture industry reported total receipts of $2,035,416 in 1948, according to a compilation of corporate tax returns released here by the Treasury.

Based on 5,491 returns filed by corporations, the Treasury said 3,551 returns reported net income while 1,606 returns had no net income and the remainder were inactive. The returns with net income reported receipts of $1,630,955,000, net income of $211,410,000 and income taxes of $70,885,000. The firms with no net income had receipts of $404,461,000 and net deficit of $38,503,000.

Legion Reviews 21; One Is in Class C

Twenty-one more films were reviewed by the National Legion of Decency which put one in Class C, three in Class B, and the remainder in Class A.

"Oh, Amelia" (French), Lux Film Distribution Corp. was put in Class C, while "Fugitive Lady," Republic, "The Guy Who Came Back," 20th Century-Fox, and "Pier 23," Lippert Productions were put in Class B.

Under Class A, Section One, were: "Blazing Bullets," Monogram; "Canyon Raiders," Monogram; "Excuse My Dust," M-G-M; "Her First Romance," Columbia; "In Old Amarillo," Republic; "Thunder in God's Country," Republic.

Under Class A, Section Two, were: "Angelo," (Italian) Scalera Films, "Comin' Round the Mountain," Universal-International; "I Was An American Spy," Monogram; "Kentucky Jubilee," Lippert; "Lieutenant Craig-Missing." (Italian), Lux Film; "Million Dollar Pursuit," Republic; "Night Into Morning," M-G-M; "Pancho Villa Returns," Classic Pictures; "Three Steps North," United Artists; "Warpath," Paramount; and "When the Redskins Rode," Columbia.

Muller Leaves U.A. Comptroller Post

Harry Muller has resigned as United Artists comptroller, the company reported yesterday. He had held the post for 22 years.

Van Blohm Resigns

Edgar Van Blohm has resigned his post as manager of the Paris Theatre here. He will be succeeded by Arnold Siegel. After a trip to Europe Van Blohm plans to enter radio and television production.

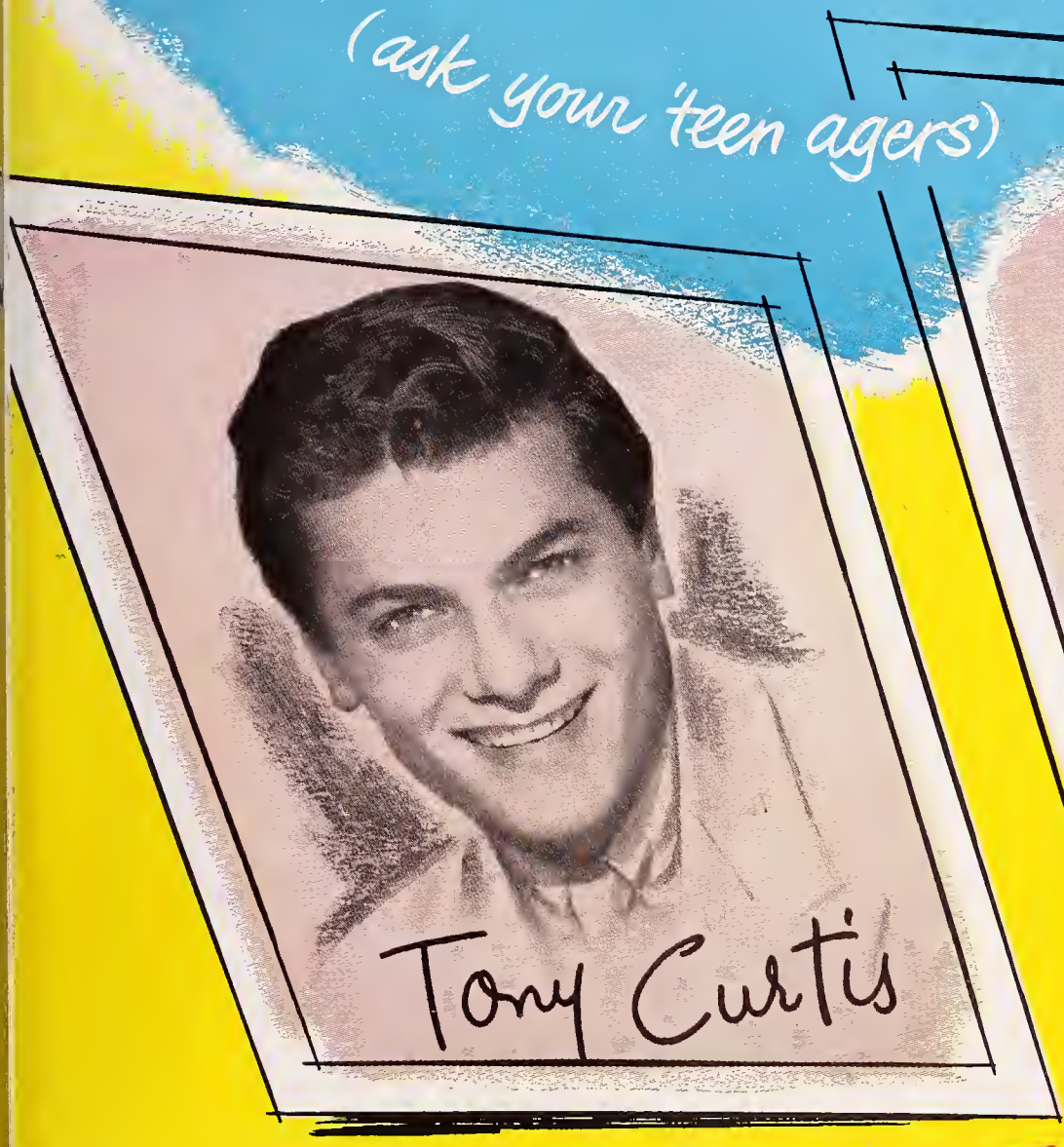
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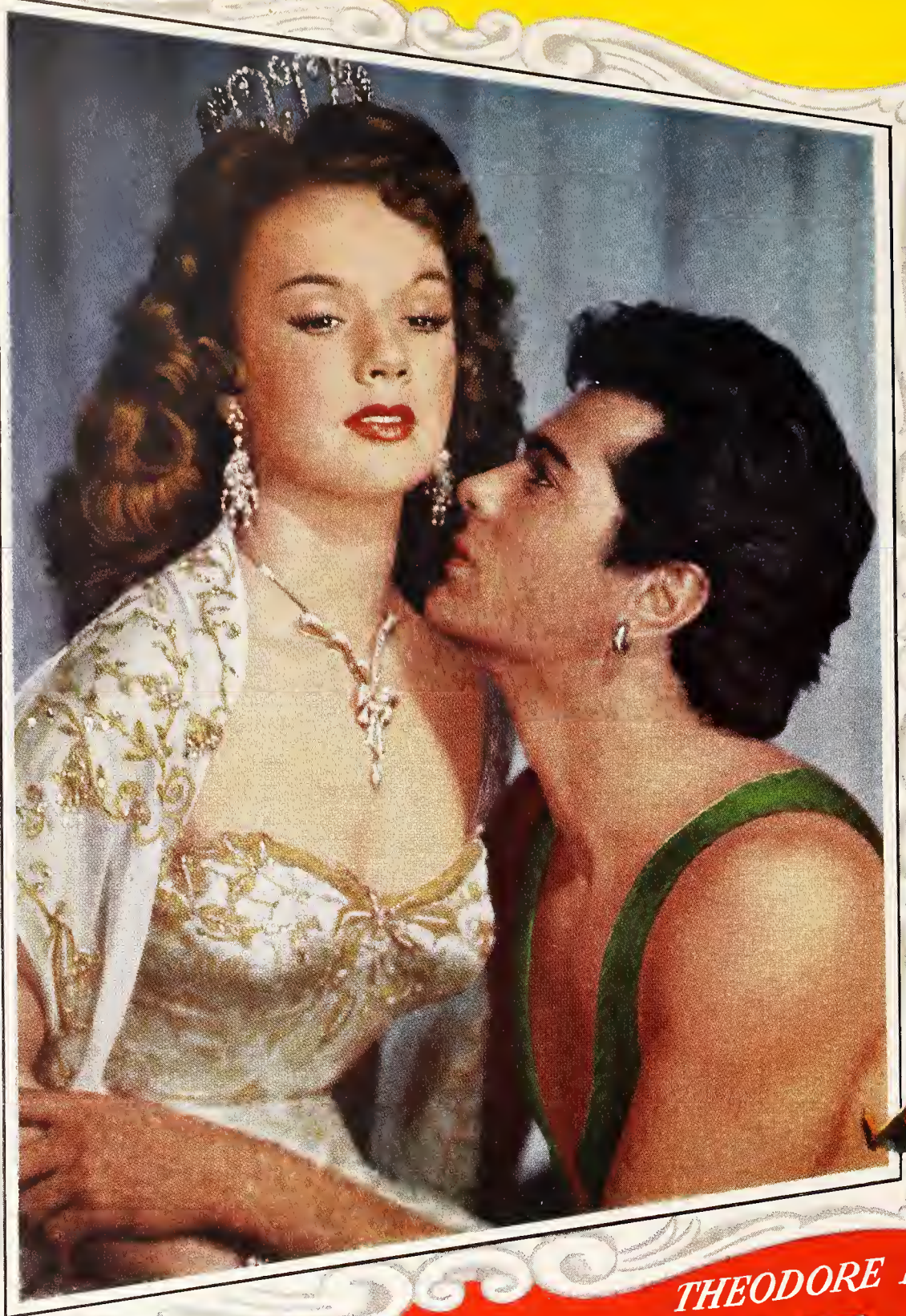
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with **EVERETT SLOANE · JEFF COREY · PEGGIE CASTLE**

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Based Upon The Story by Theodore Dreiser • A Universal-International Picture

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Short Subject

"Moroccan Outpost"

(*March of Time-20th-Fox*)

In view of the fact that Morocco may well prove a vital U. S. base in any future war, the current March of Time is especially interesting, aside from its production, entertainment and educational values.

The subject gives a graphic account of the recent history and current political situation in that key North African territory. In a swing around the ancient country, the March of Time camera visits with the people of Morocco—Sultan Sidi Mohammed Ben Yussef, the nation's nominal ruler; the illiterate peasants of the deserts and the slum-dwellers of the city; the nationalist leaders who are striving to gain autonomy and oust the French.

Holds Producers

(*Continued from page* 1)

synchronization rights, should prompt Ascap to reassess its fee-collecting position and attempt to devise some other method of collecting for film music than by taxing producers.

Foreign and Domestic alleged before Judge Dewey that Arsta violated copyright by including four of the publisher's tunes in the re-release of "Ecstacy" without permission. The defendent countered that the film, with the four songs, were shown in Ascap-licensed theatres and that the publisher had no rights in court since it is an Ascap member. Judge Dewey upheld the defense plea despite a 1947 decision in the same case in favor of the plaintiff. The case was brought to court again to collect payment awarded by the first decision.

Queried yesterday about Sam Cummins' observations regarding Ascap and the recent decision handed down by Judge Charles Dewey, an Ascap spokesman indicated the organization was not concerned over the matter.

TOA Meeting

(*Continued from page* 1)

conjunction with a TOA trade show. The agenda outline calls for the holding on Sept. 24 of a TOA directors' meeting which will be open to any exhibitor-member who may care to attend.

Further, general business sessions are scheduled to begin the morning of Sept. 25, followed by a luncheon at which a prominent speaker will be guest of honor. After luncheon the entire convention will be broken up into various committees which will convene in separate sessions at once.

Allen Says

(*Continued from page* 1)

he will prepare for two forthcoming pictures, "The Gamma People," and "Hansel and Gretel," both in color. Allen, whose most recent film, "New Mexico," is being released through United Artists, said he tries to budget his productions around $250,000. He has made several films overseas where he can "save at least 50 per cent" in costs.

Allen also contemplates a future production in England about paratroopers.

Reviews

"Father Takes the Air"

(*Monogram*) *Hollywood, June 20*

AS the title suggests, the latest in the Latham Family series of homespun comedies has most of the antics taking place in the skies. Producer Peter Scully's modest production unfolds another incident in the give-and-take rivalry between Raymond Walburn and Walter Catlett, both of whom turn out to have been airplane pilots in the first World War. They renew their aerial rivalry as of now, at considerable peril to mere groundlings in the vicinity, and wind up their competition in the usual stand-off after humorous complications. Barbara Brown as Mrs. Latham, M'liss McClure as the daughter, Gary Gray as the son and Florence Bates as the aggressive neighbor go along amiably with the comics.

The screenplay by D. D. Beauchamp, directed in straightaway fashion by Frank McDonald, opens with Latham's daughter taking temporary charge of a small flying school, which whets Walburn's appetite to resume a flying career dormant since 1918 and Catlett to do the same. Catlett and Walburn make a bet as to who will make the first solo flight, and when Walburn wins, Catlett uses his mayoral influence to get Walburn arrested and fined the amount of the wager.

Later they contract to fly a passenger to Las Vegas, but forget to refuel the plane, landing it in an open field and being surrounded by police who inform them that their passenger is a much-wanted criminal. They pretend to have known this all along, and the publicity assures Mayor Catlett of re-election.

Running time, 61 minutes. General audience classification. For June release.

"Silver Canyon"

(*Columbia*)

THE CIVIL WAR serves as the background for Gene Autry in his latest exploits. The picture contains the usual amount of action and singing and it should easily earn the approval of the cowboy star's fans.

"Silver Canyon" is photographed in sepia and its story is easy to follow. With Armand Schaefer producing and John English directing, it takes place in the latter days of the conflict between the states with Autry acting as scout for the Federal Government. Autry's main target is a renegade who has organized a gang ostensibly to seek political justice. Actually the guerillas are bandits who are looting and ravaging the countryside.

In an over-ambitious moment, the gang moves into a town dressed as Federal troops and when the right moment arrives, they put the torch to the buildings and escape with valuables. Autry and his followers track them down and after some good gunplay the bandit ring is destroyed in a dynamite blast which blows up their hiding place.

Autry does his usual acceptable work. Gail Davis is the feminine lead, playing the daughter of an army officer and the sister of one of the men in the gang. The screenplay is by Gerald Geraghty from a story by Alan James.

Running time, 70 minutes. General audience classification. For July release.

Academy Forums

(*Continued from page* 1)

Murphy will be moderator of the forum with producer-director Stevens and his production staff on stage to participate in audience discussion of the picture.

Forum Idea

The forum idea was presented to the Academy board of governors at a recent meeting by George Seaton of the writers branch, and a committee was appointed at that time to work out details and arrangements. The committee in charge is composed of Lou Smith, chairman, and Sam Engel, William Hornbeck, Hal Mohr, George Murphy, Edward Powell, George Seaton, King Vidor, and Charles Brackett, *ex officio* member.

Begins '3-Decker' Bill

SAN FRANCISCO, June 20.—The Esquire Theatre of the North Coast circuit, has inaugurated a "three decker" feature bill in a bid for higher grosses. Booked for the first triple program are "The Vulture People," "Kill or Be Killed" and "Danger Is My Business."

Strand Becomes Warner

The New York Strand Theatre, Warner Brothers' Broadway showcase, will be known as the Warner Theatre when it reopens on July 4, it was announced.

'Free' TV Shows

(*Continued from page* 1)

of TV setowners disturbed by all the talk about "box-office television." The blackout for home television of the Louis-Savold fight last Friday sparked the move, he said.

Other Members

Other members of the group are: Max Pfeferblum, secretary, Arthur A. Husch, Sidney S. Hodes, Charles F. Mintz, Carl Rood, Jean Frieder, J. J. Brown, and Robert Krampner, James J. Mahoney, of the Alfred E. Smith Community League, is the only non-attorney in the group.

British FFC

(*Continued from page* 1)

Association of Theatrical and Kine Employes and a M.P., has asked for cash grant of £20,000,000 to the FFC, but it is considered unlikely that the government, already in a stringent financial position, will consider such a sum to be invested in loans that even FFC officials acknowledge will not be repaid.

Meanwhile, FFC director James Haldane Lawrie is continuing with his scheme of "group production." Under its aegis three films are in production at Associated British's Elstree studio, two at J. Arthur Rank's Pinewood studio and one at the Southall Studios.

NEWS in Brief . . .

TALLAHASSEE, Fla., June 20. — A bill revising Florida's sales tax which includes a provision starting the tax on the 40th cent of amusement prices instead of the 41st, has become law without Gov. Warren's signature. Most adult theatre admission tickets in the state are now subject to the tax.

•

SCHENECTADY, June 20. — Five Schenectady neighborhood theatres have eliminated mid-week performances for the summer. They are open weekends only.

Fabian's Strand closed in May for the warm months. The Colony, which recently was given second run in the settlement of the anti-trust action brought against eight distributors and Fast Theatres Co. stays open full-time.

•

Douglass R. Ornstein has been appointed United Artists special representative in South America by Al Lowe, general manager of UA's foreign department.

Ornstein, who will make his headquarters in Buenos Aires, sailed yesterday with his wife on the Argentine State Liner, *Rio Tunuyan*.

Woods Theatre Case

(*Continued from page* 1)

Theatres paid for it or to rent the theatre for three years at the same terms as in the old lease.

Essaness Theatres, which had a management contract to operate the Woods Theatre, is to forfeit any fees due it for services rendered since April 1, 1949 and is to return any such fees that have already been collected to the plaintiffs. The defendants are to pay all cost of the litigations. Velma Silverman, wife of Edwin Silverman of Essaness Theatres Corp., and a partner in the Woods Theatre with the plaintiff declined to join in the complaint. Minnie Stern is the wife of Emil Stern, a former stockholder of Essaness Theatres who recently retired as general manager of that chain. The court held that the defendant wrongfully negotiated for purchase of the Woods Theatre building for themselves while still acting as agents for the plaintiff.

Minnie Stern was represented by attorneys Aaron L. Stein and Joseph Rosenberg. Sam Block was the attorney for the other plaintiffs and Edward Blackman acted as counsel for the defendant.

Illinois Allied

(*Continued from page* 1)

be a half-hour show five days a week on station WCFL and would be directed principally toward women. The format of the show, while not definitely determined, would consist mainly of music from motion pictures, Hollywood chatter and interviews with visiting film stars. A final decision in regard to the program will be made within a few days.

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RKO RADIO PICTURES, INC., TRADE SHOWINGS

ALBANY, Fox Screening Room, 1052 Broadway, Mon., July 2, 8:00 P.M.

ATLANTA, RKO Screening Room, 195 Luckie St., N.W., Mon., July 2, 2:30 P.M.

BOSTON, RKO Screening Room, 122-28 Arlington St., Mon., July 2, 10:30 A.M.

BUFFALO, Mo. Pic. Oper. Screening Room, 498 Pearl St., Mon., July 2, 2:30 P.M.

CHARLOTTE, Fox Screening Room, 308 South Church St., Mon., July 2, 2:00 P.M.

CHICAGO, RKO Screening Room, 1300 S. Wabash Ave., Mon., July 2, 2:00 P.M.

CINCINNATI, RKO Screening Room, 12 East 6th St., Mon., July 2, 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Ave., Mon., July 2, 2:30 P.M.

DALLAS, Paramount Screening Room, 412 South Harwood St., Mon., July 2, 2:30 P.M.

DENVER, Paramount Screening Room, 2100 Stout St., Mon., July 2, 2:00 P.M.

DES MOINES, Fox Screening Room, 1300 High St., Mon., July 2, 1:00 P.M.

DETROIT, Blumenthal's Screening Room, 2310 Cass Ave., Mon., July 2, 2:30 P.M.

INDIANAPOLIS, Universal Screening Room, 517 N. Illinois St., Mon., July 2, 1:00 P.M.

KANSAS CITY, Paramount Screening Room, 1800 Wyandotte St., Mon., July 2, 2:30 P.M.

LOS ANGELES, RKO Screening Room, 1980 S. Vermont Ave., Mon., July 2, 2:00 P.M.

MEMPHIS, Fox Screening Room, 151 Vance Ave., Mon., July 2, 2:00 P.M.

MILWAUKEE, Warner Screening Room, 212 W. Wisconsin Ave., Mon., July 2, 2:00 P.M.

MINNEAPOLIS, Fox Screening Room, 1015 Currie Ave., Mon., July 2, 2:00 P.M.

NEW HAVEN, Fox Screening Room, 40 Whiting St., Mon., July 2, 2:00 P.M.

NEW ORLEANS, Fox Screening Room, 200 S. Liberty St., Mon., July 2, 10:30 A.M.

NEW YORK, Paris Theatre, 4 West 58th St., Mon., July 2, 10:30 A.M.

OKLAHOMA, Fox Screening Room, 10 North Lee St., Mon., July 2, 10:30 A.M.

OMAHA, Fox Screening Room, 1502 Davenport St., Mon., July 2, 1:00 P.M.

PHILADELPHIA, RKO Screening Room, 250 N. 13th St., Mon., July 2, 2:30 P.M.

PITTSBURGH, RKO Screening Room, 1809-13 Blvd. of Allies, Mon., July 2, 1:30 P.M.

PORTLAND, Star Screening Room, 925 N.W. 19th Ave., Mon., July 2, 2:00 P.M.

ST. LOUIS, RKO Screening Room, 3143 Olive St., Tues., July 3, 2:30 P.M.

SALT LAKE CITY, Fox Screening Room, 216 East 1st St., South, Mon., July 2, 1:15 P.M.

SAN FRANCISCO, RKO Screening Room, 251 Hyde St., Mon., July 2, 2:00 P.M.

SEATTLE, Jewel Box Screening Room, 2318 2nd Ave., Mon., July 2, 2:00 P.M.

SIOUX FALLS, Hollywood Theatre, 212 N. Philips Ave., Mon., July 2, 10:00 A.M.

WASHINGTON, Film Center Screening Room, 932 New Jersey Ave., Mon., July 2, 2:00 P.M.



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WALT DISNEY PRODUCTIONS

WALT DISNEY'S ALICE in WONDERLAND

Color by TECHNICOLOR

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 121 NEW YORK, U. S. A., FRIDAY, JUNE 22, 1951 TEN CENTS

'U's' 6-Month Net Profit Is Up $336,294

Net Totals $608,565; Was $272,271 in '50

Universal Pictures' net profit for the 26 weeks ended April 28, 1951, was $336,294 greater than for the same period in 1950, totaling $608,565, after provision of $800,000 for Federal taxes and after a provision of $200,000 for costs of various pending litigations, including anti-trust suits. This compares with a net profit of $272,271 for the corresponding period of the previous fiscal year.

Net for the first quarter of 1951 was $107,130, with a tax provision of $55,000, compared with a profit of $12,924 in the same 1950 quarter.

Universal's worldwide sales during the second quarter of 1951 were the biggest in the history of the company. Domestic sales of $2,100,000 during the last week of April were similarly of record-breaking proportions.

(*Continued on page 5*)

Theatres Eligible For 'Controlled Materials': NPA

WASHINGTON, June 21.—Theatre owners who get Government permission to build or alter theatres or who do construction within the $5,000 small job limitation may be able to get building materials allotted them under

(*Continued on page 5*)

$870,000 Gross for 'Caruso' at Hall

"The Great Caruso," which yesterday began its seventh week at Radio City Music Hall, grossed $870,000 in its first six weeks and set a house record for M-G-M product. Although "On the Town" held the company six-week record up until now, its run included Christmas and New Year's, while "Caruso" has had the benefit of only one holiday, Memorial Day, during its 42-day run, it was explained.

Elect SIMPP Officers Wed.

The annual election of officers of the Society of Independent Motion Picture Producers is scheduled to take place at a meeting of the organization next Wednesday on the Coast, it was reported here yesterday.



Ellis Arnall

It appeared virtually certain that Ellis G. Arnall would accept another term as Society president, and that Gunther R. Lessing, board chairman, and Marvin L. Faris, executive secretary, would be asked to serve again in those capacities.

Arnall, who during the past two

(*Continued on page 5*)

Aaron and Levy at 20th-Fox Meeting

KANSAS CITY, June 21.—A two-day meeting for the Midwest division of 20th Century-Fox began here today at the Hotel Continental. Presiding are Edwin W. Aaron, Western sales manager, and M. A. Levy, Midwest division manager. Present are branch managers and salesmen from Kansas

(*Continued on page 5*)

O'Hara to London On US-UK Pact

Washington, June 21.—Motion Picture Association of America vice-president Joyce O'Hara will probably fly to London about July 5 or 6 to start negotiations on a new Anglo-American film pact.

He will be met there by John McCarthy, MPAA vice-president in charge of international relations, who will sail for London earlier from New York.

Both MPAA officials hope the negotiations will not be too prolonged.

Company Presidents Meet Here Today to Consider Eady Plan

The Cinematograph Exhibitors Association of Britian having decided to accept the Eady plan for underwriting British film production with revenue from increased admission taxes in that country, a meeting of American film companies' presidents and foreign managers will be held here today for a discussion of the plan and its possibilities.

It has been reported that the U. S. companies may use their further participation in the plan as a bargaining factor in the coming negotiations of a new remittance agreement with Britain.

Today's meeting will be conducted by the Motion Picture Export Association.

Kalmus Has 3 Color Step-up Alternatives

Technicolor Would Share Know-how, Unite, Invest

Dr. Herbert T. Kalmus, Technicolor president, yesterday offered the industry three proposals, under any one of which he believes the increasing demand for Technicolor could be met.



Dr. Herbert Kalmus

These are the proposals:

(1) Technicolor is willing to make its process available to any motion picture laboratory under proper license agreement, and as part of the agreement to teach it the know-how, to act as engineers, all to

(*Continued on page 5*)

MPAA Names Two More to Aid N. Y. Exhibitors

Further assurance of distribution's cooperation with New York exhibitors in their business-building drive is seen in the announcement yesterday that A. W. Schwalberg, Paramount distribution head, and C. J. Feldman, Uni-

(*Continued on page 5*)

Fight Over Ticket Tax to Start in Senate Wednesday

WASHINGTON, June 21. — Exhibitor factions who are opposed to what they describe as the discriminatory aspects of the House ticket tax bill exempting certain entertainment fields from the present 20 per cent excise levy on admissions, will get their chance starting next Wednesday to carry their fight to the Senate, it was made known here today.

The Senate Finance Committee today decided to start hearings on the House bill next Wednesday, with Administration officials scheduled to be heard during the first week. Committee Chairman George (D., Ga.) said he thought hear-

(*Continued on page 5*)

Order 12 Theatre TV Installations in Ill.

CHICAGO, June 21. — Balaban and Katz and Great States have ordered 12 large screen TV installations for Chicago and down state Illinois.

In Chicago the outlying Marbro, Southtown, Harding, and Uptown theatres definitely will install TV equipment, with installation at the downtown Chicago Theatre quite likely.

As equipment becomes available, it will be bought for strategically located theatres in smaller towns down state but no final plan is now set.

Start Writing Film Pay Control Report

The Wage Stabilization Board panel which has been studying labor arguments against the maintenance of wage control in the film industry, is about to prepare for the board a report on the issue, it was learned yesterday following a two-day panel meeting in New York.

Industry labor's contention was that since the industry is exempt from price controls it should be free of wage controls as well.

Personal Mention

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, and MAX E. YOUNGSTEIN, vice-president and director of advertising and publicity, will fly to Los Angeles today from here.

•

JACOB WILK has arrived in Hollywood from here to assume his position as roving story editor for Warner Brothers.

•

M. L. SIMONS, assistant to R. M. RICHEY, M-G-M's director of exhibitor relations, is due back here today from Albuquerque, N. M.

•

WILLIAM B. ZOELLNER, head of M-G-M's short and newsreel sales, is due to return here tomorrow from a Midwest tour.

•

CHARLES F. O'BRIEN, director of industrial relations for Loew's, Inc., is the father of a son, JOHN DAVIS, born Sunday.

•

GLORIA SWANSON was the guest of honor at a dinner last night given by the Lotus Club here.

•

BILL WHEELER, Warner Brothers salesman in San Francisco, and his wife are vacationing in New York.

•

GEORGE SANDERS will arrive here from the Coast tomorrow en route to London.

•

BEN THAU, M-G-M studio executive, will leave here by train today for the Coast.

•

MOE KERMAN, president of Favorite Films, is in Chicago and will return to New York over the weekend.

•

RUSSELL HOLMAN, Paramount's Eastern production head, will leave here for the Coast at the weekend.

UA Sets 'The Well' Release for Fall

Harry M. Popkin's "The Well" will be released by United Artists early this fall, it was announced here yesterday jointly by Popkin and Arthur B. Krim, president of UA.

Popkin has been in New York for the past week discussing with UA executives the three top-budgeted productions which he will deliver to UA for release in 1952. First of the New Popkin schedule will be another from the production team of Russell Rouse and Clarence Green, to be called "The Thief," and scheduled to go into production in September.

Originally Columbia was to have released "The Well".

King Bros. in Deal With RKO Pictures

HOLLYWOOD, June 21.—King Brothers today announced the completion of a deal with RKO Pictures for distribution of its "Drums in the Deep South," Supercinecolor production.

Coast Production Continues Rising

HOLLYWOOD, June 21.—The production tally continued upward this week, for a total of 40 pictures in work. Twelve new pictures were started while six were completed.

Started were: "Pecos River," Columbia; "Whispering Smith Investigates", (Royal Productions), Independent; "Just This Once," "Singin' in the Rain" and "Belle of New York," Metro-Goldwyn-Mayer; "Anything Can Happen," Paramount; "The Desert of Lost Men," Republic; "Overland Telegraph," RKO Radio; "Jane Froman Story," 20th Century Fox; "Meet Danny Wilson" and "Battle of Apache Pass," Universal-International; "The Big Trees," Warner.

Completed were: "Chicago Calling" (Arrowhead Pictures), Independent; "Aaron Slick from Punkin Crick" (Perlberg-Seaton), "My Son John" "The Greatest Show on Earth," Paramount; "Utah Wagon Train," Republic; "The Cimarron Kid," Universal-International.

Navy Band to Attend 'Frogmen' Opening

The 40-piece U. S. Navy Music School Band will be brought to New York from Washington to participate in ceremonies attending the world premiere at the Roxy Theatre, June 29, of "The Frogmen," 20th Century-Fox's film on the role of the Navy's Underwater Demolition Teams. Arriving here the day of the opening, the band will parade to the Roxy and stage a pre-premiere concert outside the theatre.

Gen. Mark Clark, Chief of the Army Field Forces, will be one of the honored guests at the premiere.

McPherson, British Publicist, Retires

LONDON, June 21.—Mervyn McPherson, dean of film publicists here and with M-G-M for 30 years, has resigned his press relations post with M-G-M's Leicester Square Empire Theatre. He was the guest of the Critics' Circle and the Film Industry Publicity Circle at a farewell luncheon before leaving for the French Riviera where he will live.

'No Way Out' Ads In Art Exhibition

The advertising campaign for 20th Century-Fox's "No Way Out" has been selected by the Art Directors Club for inclusion in the nationwide tour of the 30th annual exhibition of advertising and editorial art under the auspices of the American Federation of Arts.

Strate Joins Hyperion

Walter Strate, producer-director of "Dance of Life," which features Valerie Bettis and Jose Limon, currently doing the art circuit, has joined Hyperion Films, Inc., as executive producer.

'IA' Overwhelmingly Wins Studio Dispute

Hollywood, June 21.—The National Labor Relations Board today announced that the IATSE is the winner of the studio jurisdictional dispute over carpenters and set erectors by a vote of 85 to one in a field involving 36 members of the Society of Independent Motion Picture Producers. The choice was between the IATSE and "no union."

Heavy Opening for Paramount's 'Ace'

HOLLYWOOD, June 21.—Paramount's "Ace in the Hole," which had its Hollywood premiere at the Four Star Theatre, rolled up the biggest two-day regular admission price gross in the history of the 900-seat house, according to Fred Stein, general manager of United Artists Theatres. The gross hit $9,000.

Stein estimates that the first week's receipts will prove 50 per cent better than the top grosses at the theatre in recent years.

UA's 1st Paramount Booking Opens Big

"He Ran All The Way," United Artists' film starring John Garfield and Shelley Winters, opened its world premiere engagement yesterday to the biggest business in recent months at the Paramount Theatre, New York, it was announced by Robert M. Weitman, managing director of the theatre. The gross was $7,000, it was said. It is the first United Artists film ever to play the Paramount.

McKenna, Gordon in New Souvaine Posts

John McKenna, former New York branch manager of Eagle Lion Classics, was yesterday appointed Eastern district manager of Souvaine Selective Pictures, Inc.

At the same time, Ellis Gordon, previously attached to the Boston branch of Eagle Lion Classics, was named Boston branch manager for Souvaine.

Cite Martin and Lewis

The team of Dean Martin and Jerry Lewis has been chosen as "Comedians-of-the-Year" in the annual poll of the Gagwriters Of America, the Gagwriters Institute and the Gagwriters Protective Association, it has been announced by the National Laugh Foundation.

Martin and Lewis, currently the hottest team in show business will be seen shortly in the new Hal Wallis-Paramount comedy, "That's My Boy."

'Ace' Benefit Thursday

A benefit premiere of Billy Wilder's "Ace in the Hole" will be held June 28 for the Welfare Fund of the Newsdealers' Association of Greater New York at Brandt's Globe Theatre here.

Good Films, Good Draw: Wechsler

Regardless of television, good pictures will bring in the customers, Lazar Wechsler here from Hollywood en route home to Switzerland, declared yesterday.

The producer of "The Search" and "Four in a Jeep" said he would continue to make pictures in the format he has found successful, a formula of using few or no American stars with a current topic as the theme.

Apropos of his brief conversations with several American exhibitors, mainly in the Far West, Wechsler said he gathered they complained loudly about bad pictures but accepted without comment any good picture which fills their theatre.

Promote Greenfield, Reardon in 'U' Posts

Arthur Greenfield, Universal Pictures, branch manager in New Haven since 1946, has been promoted to the post of branch manager in Portland, Ore., while Carl F. Reardon, a salesman in Pittsburgh since 1945 has been promoted to fill Greenfield's place in New Haven, effective Monday, C. J. Feldman, domestic sales manager, announced here yesterday. Greenfield will assume his new post on July 2, replacing James S. Hommel who has resigned, effective June 30.

Greenfield joined Universal in San Francisco as an assistant booker in 1940. He was promoted to salesman in Philadelphia in April, 1943 and was a salesman in Boston in 1945 before becoming New Haven branch manager. Reardon joined Universal as an office boy in the home office. He assisted Fred Meyers, then Eastern sales manager, at the time he entered the U. S. Army in 1943. Returning to Universal in 1945 he was named salesman in Pittsburgh.

Carroll with Vidicam

Edward Roberts Carroll, formerly head of Dumont Television Network's tele-transcription department, has joined Vidicam Pictures Corp as vice-president and general manager.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

JOHN GARFIELD
SHELLEY WINTERS
in
HE RAN ALL THE WAY
PARAMOUNT TIMES SQUARE
in Person
CARMEN CAVALLARO
And His Orchestra
CY REEVES FOUR EVANS
extra
JUANITA HALL
Midnight Feature Nightly

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FARLEY GRANGER
RUTH ROMAN
ROBERT WALKER
in ALFRED HITCHCOCK'S
"STRANGERS ON A TRAIN"
with Leo G. Carroll
Screen Play by
Raymond Chandler
and Czenzi Ormonde

★

GREGORY PECK
VIRGINIA MAYO
"CAPTAIN HORATIO HORNBLOWER"
directed by RAOUL WALSH
Screen Play by Ivan Goff &
Ben Roberts and Aeneas MacKenzie
From the Novel by
C. S. Forester

★

"JIM THORPE — ALL AMERICAN
starring
BURT LANCASTER
and CHARLES BICKFORD
STEVE COCHRAN
PHYLLIS THAXTER
directed by MICHAEL CURTIZ
produced by EVERETT FREEMAN
Screen Play by Douglas Morrow
and Everett Freeman
music by Max Steiner
Jim Thorpe, Technical Advisor

★

The Pulitzer Prize
and Critics Award Play
"A STREETCAR NAMED DESIRE"
An ELIA KAZAN Production
Produced by CHARLES K. FELDMAN
starring VIVIEN LEIGH
and MARLON BRANDO
directed by ELIA KAZAN
distributed by WARNER BROS. PICTURES
screen play by TENNESSEE WILLIAMS
Based upon the Original Play
"A Streetcar Named Desire,"
by TENNESSEE WILLIAMS
As Presented on the Stage by Irene Mayer Selznick

★

DORIS DAY
GORDON MacRAE
"ON MOONLIGHT BAY"
with JACK SMITH
directed by ROY DEL RUTH
produced by WILLIAM JACOBS
Screen play by JACK ROSE
and MELVILLE SHAVELSON
Musical Direction Ray Heindorf
Musical Numbers Staged &
Directed by LeRoy Prinz

LOOK FORWARD! GO FORWARD! WITH WARNER BROS.!

TV Station Freeze Stays

WASHINGTON, June 21.—The Federal Communications Commission announced today that it has abandoned plans for a partial lifting of the television station freeze.

Last March it said it would consider some slight relaxations on the freeze, including some grants in the UHF channels. Today it noted that the Federal Communications Commission Bar Association and other groups had challenged some of its television allocation plans, that hearings were starting on these plans next month, and that in view of this, it was abandoning all plans for relaxing the freeze until all questions on television allocations are decided.

RCA Public Color Tests Here July 9

RCA has set July 9 for the heralded New York field tests of its color television system. The demonstration on the first day will be open for the press only but the following demonstrations, to be held at the RCA Exhibition Hall at Radio City, will be open to the public.

Frank M. Folsom, RCA president, in making the announcement pointed out that the color broadcasts will be made over WNBT's regular channel four and that existing sets will be able to pick it up in black-and-white.

Members of the press have been invited by CBS to view its first sponsored color telecast next Monday at its East 52nd St. studio.

Coy at Color TV Bow

Wayne Coy, chairman of the Federal Communications Commission, and William S. Paley and Frank Stanton, chairman of the Columbia Broadcasting System board and president, respectively, will take part in the bow of CBS commercial color TV broadcasting on Channel 2 next Monday, beginning at 4:30 P.M.

NTFC to Celebrate 3rd Anniversary

The third anniversary of the National Television Film Council will be celebrated on Wednesday, with a full day of forum sessions covering all phases of films on television, at the Warwick Hotel here. A luncheon is also on the schedule.

Luncheon activities will be shot on 16mm. reversal film and rushed to Kin-O-Lux, where it will be processed and then returned to the hotel for screening. Rudy Pfeiffer, president of Kin-O-Lux, is making the demonstration possible, as a means of enlightening film producers and TV station men, regarding the possibilities of reversal film for TV use.

CBS-TV Preview

Freeman Gosden, who with Charles Correll originated "Amos 'n Andy," was the guest of CBS-TV at a cocktail party at the Waldorf-Astoria yesterday afternoon. A preview was held of the new "Amos 'n Andy" television show, which will make its network bow next Thursday. An all-Negro cast is featured in the weekly film show, which is directed by Charles Barton.

Review

"The Secret of Convict Lake"

(20th *Century-Fox*)

A STORY out of real life provides the inspiration for this 20th Century-Fox production. In the winter of 1871, six convicts surviving a Carson City prison break, fled towards a sector in California now known as Convict Lake. Pursued by a posse, the felons finally took refuge in a little settlement held only by women because the men folk were out prospecting. The ensuing events form a suspenseful thriller as the women pit their wiles against the men.

Some good marquee names were assembled for the picture by producer Frank P. Rosenberg. They include Glenn Ford, Gene Tierney, Ethel Barrymore and Zachary Scott. The story has Ford go to the settlement to kill a man whose false testimony resulted in the latter's imprisonment. Scott, one of the escaped convicts, thinks Ford is after a hidden loot of $40,000, and intends to get a share of it. The women in the town, under the leadership of bed-ridden Miss Barrymore, manage to keep the convicts safely isolated under the persuasion of guns. In time, Miss Tierney is horrified to learn of Ford's intention, especially since the man he has marked for death is her fiance.

Melodramatic incidents ebb and flow throughout the story. One of the convicts, a psychotic, attempts an attack on a girl and is killed by enraged women with pitchforks. It develops that Miss Tierney's fiance is a sinister lout and in a showdown battle, Ford kills him. The other convicts are shot down in a gun battle with the returned men folk. The ending shines with bright romantic prospects for Ford and Miss Tierney.

As usual, Miss Barrymore turns in a commandable performance. Other performances, under Michael Gordon's direction, are competent. Supporting roles are held by Ann Dvorak, Barbara Bates and Cyril Cusack.

Running time, 83. Adult audience classification. For August release.

MANDEL HERBSTMAN

Walter Wanger Plans Talent 'Foundation'

HOLLYWOOD, June 21. — Walter Wanger plans to form a "foundation" stock company of players, writers, directors, designers and key production associates preliminary to launching his program of film-making for Allied Artists release.

His first picture for Allied Artists will be "Flat Top," a story of the future in naval aviation.

Durkee Picks Two Theatres for TV

BALTIMORE, June 21.—Theatre television equipment recently ordered from RCA by the Frank H. Durkee Enterprises will be installed in the 2,044-seat State and the 1,750-seat Grand, it is disclosed by Fred Schmuff, general manager. Both theatres are subsequent runs. The State also has stage shows.

DuMont Names Witting

Chris J. Witting, general manager of the DuMont television network, has been named director, succeeding Mortimer W. Loewi, who has returned to his former position as executive assistant to the president of Allen B. DuMont Laboratories. Loewi became director of the network operations in May, 1948.

To Talk on Color TV

A. V. Loughren, Hazeltine Electronics research vice-president, will lecture on "Some Fundamental Considerations in Color Television" before the Atlantic Coast section of the Society of Motion Picture and Television Engineers at the Henry Hudson Hotel here on Wednesday evening. A dinner will precede the meeting.

SPG Reelects Carter

HOLLYWOOD, June 21.—The Screen Publicists Guild here has reelected Kenneth Carter president and Homer Davies treasurer, and elected Roy Crafft vice-president, Betty Mitchell secretary, and Nat James, Sewell Clark, and Don Boutyette trustees.

Schine Managers to Meet Again Today

CLEVELAND, June 21.—The Schine Circuit held a Northern Ohio managers' meeting in Cleveland at the Statler Hotel yesterday and will hold a Southern Ohio theatres meeting at the Netherland Plaza in Cincinnati tomorrow.

Gus Lampe, general manager; Bernie Diamond, assistant to L. W. Schine; Seymour Morris, head of advertising publicity; Harold Raives, Ohio zone manager and George Gilliam booker, are atending both meetings.

Shoot Para. Picture On Location Here

Location shooting on Paramount's "Anything Can Happen" began here yesterday and will continue through June 29.

Director George Seaton is in charge of four complete camera crews and will put stars Jose Ferrer and Kim Hunter, as well as numerous supporting players through their paces in diversive location sites throughout the city and aboard the liner Saturnia.

Bank Attaches Four Popkin Properties

LOS ANGELES, June 21.—The Bank of America has filed attachment proceedings against 4 downtown theatres owned by Harry Popkin, his wife, and Louis P. Rosen, to obtain $1,343,252 claimed due on loans made to Popkin's Cardinal Pictures, Inc., for which the theatres were put up as collateral.

Sol Fielding Promoted

HOLLYWOOD, June 21.—Sol Fielding, for two and one-half years assistant to M-G-M Producer Richard Goldstone, has been promoted to associate producer. With the studio since 1942, Fielding, was originally member of the art department, moving from there to advertising. He then became assistant to producer Jack Cummings.

NEWS in Brief . . .

PITTSBURGH, June 21.—The grand finals of the Warner Brothers-RCA Victor "Star Discovery Contest" which has been running in 35 of the circuit's Western Pennsylvania and West Virginia houses for the past six weeks has been set for June 26, it is announced by M. A. Silver, Warner zone manager.

•

"Way of Hope" has been given David O. Selznick's silver laurel award for best use this year of the Italian cinema "to promote mutual understanding among peoples of the free and democratic world."

The Italian picture, to be distributed here by Lux Film, thus qualifies as a competitor for the Selznick golden laurel award with other winners of the silver award in England, France, Germany and Sweden. Judges for the gold award are Ellis Arnall, Dr. Ralph Bunche, Gardener Cowles, John Gunther, Otto Harbach, Rene d'Harnoncourt, Edward R. Murrow, Herbert B. Swope and James P. Warburg. Their decision will be announced Sept. 1 by Ambassador James C. Dunn at the Venice Film Festival.

•

CHICAGO, June 21.—A suit against Balaban and Katz, the major film companies, Sam C. Meyers and S.C.M. Theatre Corp. was filed in federal district court here today by attorney Samuel Lawton on behalf of the former owners of the Stadium Theatre, Evanston, which now is operated by Sam C. Meyers. The suit charges that a conspiracy had prevented the former owners of the Stadium from getting films until they had been shown by competitors.

•

"Hard, Fast and Beautiful," Filmakers' feature which is being released by RKO Pictures, will have its Broadway bow at the Astor Theatre here on June 30.

RCA Service Signs With 8 Circuits

CAMDEN, N. J., June 21.—The RCA Service Company announced today the signing of service contracts with eight motion picture theatre chains. 94 houses are involved.

The circuits include United California Theatres, San Francisco, Consolidated Theatres, Charlotte; Richmond and Stern Enterprises, Boston; Interboro Circuit, Brooklyn; Associated Theatres, Cleveland; Ainsworth Theatres, Oconomowoc, Wis.; Altoona-Publix Theatres, Altoona Pa.

Ice Revue at Roxy

A. J. Balaban, executive director of the New York Roxy Theatre, announces the re-introduction of ice revues there in a triple show starting on Friday, June 29.

The Roxy ice stage was built in 1948 at a cost of $80,000.

Lowell Suspends Edict

BOSTON, June 21.—The Lowell Licensing Commission has granted theatre operators in that city permission to operate theatres without the required police officer in attendance at all times as required by regulation, on a trial basis. The trial period went into effect on June 16 and ends on September 16.

Ticket Tax

(Continued from page 1)

ings would run at least through the end of July.

Abram F. Myers, general counsel of Allied States Association, said he would probably ask the Senate Finance Committee for a chance to testify in opposition to the provision in the House bill exempting non-profit performances, civic symphonies and operas and other similar entertainment from the 20 per cent tax.

Myers emphasized that such testimony would be on behalf of Allied only, and that there were no present plans to reactivate any tax committee of the Council of Motion Picture Organizations.

The Allied tack would probably be, Myers said, to argue that it was "very unfair discrimination against established theatres" to exempt the non-profit outfits only, and would aggravate the already bad situation of theatres. Allied would declare that all theatres should be exempt from the tax.

Part of Strategy

"Perhaps we would ask for total exemption and not be too badly disappointed if they knock out the exemption for non-profit organizations," Myers said.

Myers revealed that several Allied groups in areas which had members on the House Ways and Means Committee had contacted their Representatives on the Committee in opposition to the change, but "apparently they were too late to do any good." He pointed out that under House rules, no changes can be made in a tax bill on the House floor.

The tax bill is being debated on the House floor today and tomorrow, with passage slated late tomorrow.

The change which Allied and other theatre groups object to would cost about $16,000,000 annually, according to a Committee staff estimate.

Myers said he and other exhibitor officials supported another provision in the House bill which would base the admission tax on the price actually charged for reduced tickets, rather than on the full established price. He said he thought chances were good for Senate approval of this change, estimated to cost about $6,000,000 annually.

SIMPP to Elect

(Continued from page 1)

weeks has been in Atlanta, is expected to go directly to the Coast from there to attend the annual meeting. Apart from the elections, the meeting will give attention to a wide variety of recent developments affecting SIMPP members, including the improved foreign remittances situation and the forthcoming renegotiation of the Anglo-American film agreement.

MPIC Nominates Lessing

HOLLYWOOD, June 21.—The Motion Picture Industry Council has nominated Gunther R. Lessing, representing the Society of Independent Motion Picture Producers, for the MPIC vice-presidency to be vacated by Allen Rivkin, of Screen Writers Guild, when the latter succeeds B. B. Kahane as SWG president in August.

Kalmus on Color Step-up

(Continued from page 1)

the end of making expansion possible as rapidly as practicable.

(2) Technicolor is willing to embrace any other color system once it reaches the point where it is found suitable under test by Technicolor on a commercial basis.

(3) Technicolor is ready to consider an arrangement with any of its customers under which it would provide the capital investment necessary to substantially increase the size of its own laboratories in order to provide a part of the increased capacity necessary to produce all films in color.

Kalmus said his company would prefer to act under the first or second alternatives, but nevertheless is prepared to invest millions of dollars to carry out the third. He told reporters in an interview yesterday at Technicolor's offices here that he thought it could be possible to construct a duplicate Technicolor plant in Hollywood in a year. The interview followed Kalmus' return on Wednesday from an extended tour of England and the Continent.

Kalmus expressed confidence that the materials could be secured for the construction of a new plant and the equipping of it with the necessary laboratory machinery, the present wartime restrictions notwithstanding. The industry was declared non-essential during World War II, he reminded, "and we expanded then." He said he believed the combination of all-out industry pressure and the morale-building value of motion pictures could serve to persuade the government.

The industry in Hollywood, Kalmus said, wants over 100 features made in Technicolor during 1951, whereas the Technicolor plan can handle only 70. Only some 30 per cent of the important pictures are made in color, he said, when actually the public wants color for all such features.

These circumstances with respect to color would not exist today, Kalmus said, if "foresight and planning" has been exercised two years ago. "The foresight and planning of today," he said, "will spell the increase in volume of color a year or two years hence.

Kalmus said the Technicolor process is capable of permitting progressive lowering of prices for prints on the basis of a steady flow of increased volume.

While in Europe, he said, he found box-office receipts in decline. This, he added, convinced him that something is more profoundly wrong with product than can be covered by "the simplified explanation that it is due to television." Otherwise, he asked, "why would the box-office be off in Europe where there is no or practically no, television?"

Kalmus revealed that Technicolor is developing its Geer Tube for color television with the assistance of Radio Corporation of America. Both RCA and Technicolor, he said, have financial interests in the tube, a demonstration of which is expected to be held this summer.

MPAA Names Two

(Continued from page 1)

versal-International domestic sales manager, have been added to the Motion Picture Association of America committee that will work with the exhibitors.

Schwalberg and Feldman, members of the MPAA's national distributors' committee, will join Charles Einfeld, Mort Blumenstock and Jerry Pickman, already appointed by the MPAA's advertising-publicity directors' group.

Meanwhile, the public relations group announced yesterday that it will henceforth be known as the Organization of the Motion Picture Industry of the City of New York. The new name was decided upon at a meeting at the St. Moritz, where a number of public relations and audience promotion activities were acted upon.

Present at the meeting were: Fred J. Schwartz, chairman, Oscar Doob, Arthur Mayer, Schwalberg, Pickman, Blumenstock, John O'Connor, Max E. Cohen, Edward Rugoff, Si Fabian and Lynn Farnol.

'U's' Net Profit

(Continued from page 1)

In the second quarter of 1951, ended on April 28, the company's worldwide sales were $15,777,506, an increase of $3,335,506 over the $12,442,000 for the same quarter in 1950. In the first quarter of 1951, Universal's worldwide gross sales were $12,723,150.

Para. Bulletin Out

The second issue of Paramount's new intra-company bulletin, *Merchandising*, has been put in circulation.

Materials

(Continued from page 1)

the Controlled Materials Plan under a new National Production Authority regulation issued today.

The regulation provides that an applicant for NPA permission to build can also at the same time apply for a CMP allotment of building materials. If permission is granted for the construction, a CMP allotment may also be issued, depending on the total amount of building materials available at the time, NPA officials said.

Construction Work

Exhibitors doing construction work under the small job limitation can also apply for CMP allotments, with actual approval again depending on supplies available.

Small users—who will use less than two tons of steel, 500 pounds of copper and 100 pounds of aluminum—on their construction job can certify their own allotment under CMP, a special "small business" provision if the regulation stipulates.

Aaron & Levy

(Continued from page 1)

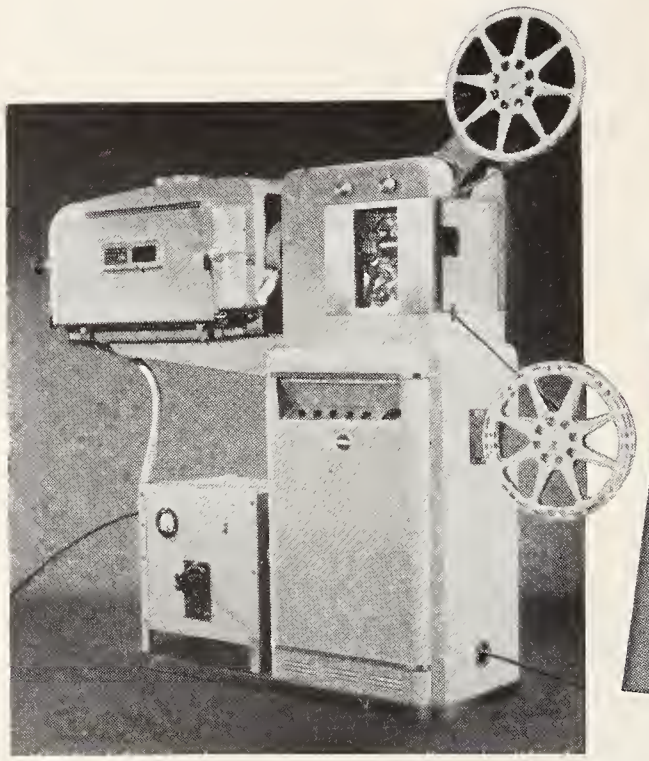
City, St. Louis, Minneapolis, Milwaukee, Des Moines and Omaha, and Chick Evans, publicity representative for the Midwest division.

Addresses made at the Los Angeles meeting by Spyros Skouras, Darryl Zanuck, Al Lichtman and Charles Einfield were repeated from tape recordings. Forthcoming pictures were discussed.



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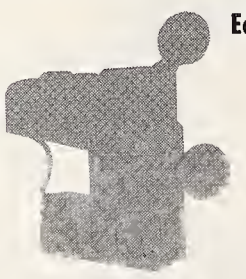
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MPEA Slated To Go Along On Eady Plan

Has 'Little Choice' With Respect to New UK Tax

The Eady Plan for underwriting British production with revenue from increased admission taxes in that country is due to be accepted by the American distributors, it was indicated on Friday following a meeting here of the Motion Picture Export Association.

The foreign managers who attended the meeting took the attitude that the U. S. companies have little choice with respect to the Eady Plan now that all the British exhibitor and distributor organizations have approved it.

The meeting, attended by Joyce O'Hara, executive officer of the Motion Picture Association of America, and presided over by John G. McCarthy, MPEA vice-president, examined the possibility that £12,000,000 in additional revenue would find its way into Britain's box-offices yearly under the plan's operation.

(*Continued on page 5*)

NLRB Election at Loew's on Thursday

The National Labor Relations Board here has set Thursday morning for an election which will determine the future collective bargaining agent for the "white collar" workers at Loew's New York exchange. Last Monday it was disclosed that the Board had declared invalid the Screen Office and Professional Employes Guild (DPOWA-District No. 65) contract covering that shop.

The Board set the date for the elec-

(*Continued on page 5*)

Rossen & Bromberg Before House Group

WASHINGTON, June 24. — Producer Robert Rossen, actor J. Edward Bromberg and possibly a third "mystery" witness are scheduled to be heard tomorrow by the House Un-American Activities Committee.

The hearing marks a brief flare-up in the Committee's long-dormant hearings on Communism in Hollywood. Officials said it was unlikely that any further hearings would be held this

(*Continued on page 5*)

43 Features from U.A. in First Nine Months of 1951

Five new releases, bringing to 43 United Artists' schedule between Jan. 1 and mid-September, have been added to the company's current distribution program for the period between Aug. 3 and Sept. 14, it was disclosed here at the weekend by William J. Heineman, distribution vice-president.

UA has scheduled for release Kenneth McEldowney's Technicolor production, the first ever made entirely in India, Jean Renoir's "The River"; Harry M. Popkin's "The Well," the Douglas Fairbanks-H. Alexander MacDonald picture, "Mister Drake's Duck"; Alexander Paal's "Cloudburst" and Ernest Gartside's "Obsessed."

Leading off the August releases, on the third, is "Cloudburst," starring Robert Preston. Francis Searle directed, for Alexander Paal.

"Mister Drake's Duck," filmed in England, will go into national release on Aug. 10. Starring Douglas Fairbanks, Jr. and Yolande Donlan, the

(*Continued on page 5*)

U.K. Exhibitors Win Admission Tax Concessions

LONDON, June 24.—Substantial tax concessions to the small exhibitor will be announced this week by Chancellor of the Exchequer Hugh Gaitskell when he proposes the government's new entertainment tax rates.

Seats up to 10 pence remain unchanged and the price of one shilling seats also remain unchanged, but the present tax is reduced by one pence. All higher-priced seats will be advanced in cost in order to meet the additional tax requirements. In addition, the producers are asking a bigger tax levy under the Eady Plan.

A one shilling and 10 penny seat, for example, becomes two shillings and one penny, but Gaitskell will agree to take only one penny and three

(*Continued on page 5*)

Souvaine to Enlarge Coast Sales Force

HOLLYWOOD, June 24.—William C. MacMillen, chairman of the board of Souvaine Selective Pictures, is currently at the Eagle Lion Studios here to discuss sales policies with Souvaine representatives in that field and while here he will set up an expansion program for the sales staff which will enlarge the number of salesmen covering the entire Coast territory.

Carle Heads Para. Studio Publicity

HOLLYWOOD, June 24.—Teet Carle has been named the studio publicity manager for Paramount Pictures by Jerry Pickman, the company's director of advertising, publicity and exploitation. Carle, a member of the Paramount studio publicity department for the last 11 years, replaces Norman Siegel who resigned over the

(*Continued on page 5*)

Two More Theatres Join 'Exclusive' Video Network

Two more theatres in two more cities have been added to the theatre television network for the exclusive telecast from the Yankee Stadium of the Jake La Motta - Bob Murphy light-heavyweight fight on Wednesday night. The total at the weekend stood at 11 theatres in nine cities and brought total seating capacity to more than 27,000.

The new theatres, announced by Nathan L. Halpern, organizer of the informal network, are Warner's 2,947-seat Stanley in Philadelphia and Fabian's 1,393-seat National in Richmond.

Original participants who will show Wednesday's bout are: Balaban and Katz's State-Lake and Tivoli in Chi-

(*Continued on page 5*)

Movietone, U.P. To Combine for TV

The United Press and 20th-Century-Fox's Movietone News are working out an agreement to combine the wire service's news-gathering facilities with Movietone's field cameramen for a joint venture in the television news field, it was learned at the weekend. Spokesmen for the two companies said the deal was not yet complete and declined to elaborate on the tentative setup.

IATSE Opens Invasion of Radio-Video

Walsh Reveals Formation Of Department for Drive

By CHARLES L. FRANKE

Richard F. Walsh, international president of the IATSE, revealed on Friday that the union is in process of forming a new department to push organization in the radio and television fields. Walsh is supervising the activity personally and will head the new unit.



Richard Walsh

Walsh cited a recent "IA" election victory at Radio Station WJAS, Pittsburgh, as among the first fruits of the new campaign. In that instance, the technicians, previously represented by the National

(*Continued on page 6*)

Mayer to Announce Plans by June 30

HOLLYWOOD, June 24.—Branding as "unauthorized and inaccurate" all quotes imputed to him in a purported interview published locally on Friday, Louis B. Mayer, vice-president of M-G-M studio activities, said a formal statement of his intentions with respect to leaving M-G-M will be forthcoming before June 30.

No final decision has been reached so far, according to Mayer, who has until that date, under his contract to proffer his resignation.

(*Continued on page 5*)

20th Reorganization Plan Due in Sept.

The final draft of 20th Century-Fox's plan of reorganization under its consent decree is not expected to be complete until September. Stockholder approval of the plan and its submission to the court here is not due until Oct. 7, or 120 days after entry of the decree. It had been erroneously reported that a 90-day deadline existed.

The Bureau of Internal Revenue has not yet formally approved the tax

(*Continued on page 5*)

Personal Mention

DR. HERBERT T. KALMUS, Technicolor president, and MRS. KALMUS left here Friday for Boston where they will depart shortly for a Cape Cod vacation.

•

MRS. ALICE THOMPSON, publisher and editor-in-chief of *Seventeen* magazine, will leave here today by plane for Cleveland, where she will address the Women's Advertising Club tomorrow evening on "How to Make the Most of the Teen-age Market."

•

LEON J. BAMBERGER, RKO Pictures sales promotion manager, flew to Biloxi, Miss., at the weekend to address the Mississippi Theatre Owners' convention today. He is due back here on Wednesday.

•

WALTER GETTINGER, of the Howard Theatre, Baltimore, was married yesterday to LILLIAN LEVENSON of this city at New York's Jewish Centre. They will honeymoon in Bermuda.

•

WILLIAM LEVINE, home office assistant to M-G-M's JOHN S. ALLEN, Southwestern sales manager, returned here at the weekend from a trip to Dallas and Oklahoma City.

•

SID CHALOFSKY, Universal Pictures Co. home office statistician, and his wife announce the birth of a second son, BARRY, born at the Kew Gardens General Hospital.

•

W. STEWART MCDONALD, vice-president and assistant treasurer of Warner Brothers Theatres, Inc., has been elected a trustee of Carleton College, Northfield, Minn.

•

JOSEPH A. WALSH, head of branch operations for Paramount, is in Omaha today from Denver on his current branch inspection tour.

•

MARGARET ETTINGER, West Coast public relations counsellor, left for Hollywood at the weekend after a lengthy stay in New York.

Warner to Celebrate Birth of Sound

The 25th anniversary of modern talking pictures will be celebrated with the reopening of the Warner Theatre on Broadway July 4. The house was formerly the Strand.

The picture selected as part of the Warner Theatre's celebration of talking pictures will be Alfred Hitchcock's "Strangers on a Train." On the evening of July 3 there will be a special premiere combined with a historic reshowing of scenes from great pictures of the past 25 years. Notables will attend.

Technicolor Board Meet

A meeting of the board of directors of Technicolor Corp. will be held here today.

'Mrs. America' in Wide Theatre Tie-up

More theatres than ever before will be used in tie-ups with the 13th annual "Mrs. America" contest, Bert Nevins, managing director of the contest asserted here at the weekend. He said that 85 per cent of all the eliminations this summer will be held in theatres. Previously, he said, the eliminations were conducted largely by Chambers of Commerce, radio stations, and elsewhere.

Eliminations will start during the first week of July and finals will be held in Asbury Park on Sept. 9. Among the circuits tied in with the contest are Fabian Theatres, Fox Wisconsin Theatres, Interstate Circuit, and others.

'Fabiola' at All N.Y. RKO Theatres

Jules Levey's "Fabiola" has been booked into the entire RKO circuit in metropolitan New York, beginning Wednesday, it was announced here at the weekend by William J. Heineman, distribution vice-president for United Artists. Co-featured with "Fabiola" will be "The Man with My Face," the UA action film, starring Barry Nelson and produced in Puerto Rico by Edward F. Gardner.

The engagements will be launched at the RKO theatres in Manhattan and the Bronx on Wednesday, followed by bookings in Brooklyn and Long Island from July 4 to 7.

O'Brien, Driscoll and Raftery Lose Lawler

With the resignation of T. Newman Lawler from the New York law firm in which he held partnership with Arthur F. Driscoll, Edward C. Raftery and Paul D. O'Brien, the firm, which handles the legal affairs of a number of film companies, will hereafter carry the name of O'Brien, Driscoll & Raftery.

Lawler has become a partner in a new law firm operating under the name Lawler & Rockwood, with offices in New York.

McVeigh to Manage Talun's U. S. Tour

Blake McVeigh, film publicist, has been engaged by 20th Century-Fox to supervise the national tour of Walter Talun, the "Goliath" in Darryl F. Zanuck's "David and Bathsheba."

He will leave today on the first leg of the national tour of Talun's appearance in 70 cities across the country. Accompanying Talun will be Leo Pillot, publicist.

Mexican Bank Statement

MEXICO CITY, June 24.—The industry's semi-official Banco Nacional Cinematografico reports loans, credits and discounts totaling $1,850,923 and $2,200,000 in bonds in circulation in its latest report, April 30.

O'Shea, Pickman At Chicago Meet

E. K. O'Shea, vice-president of Paramount Film Distributing Corp., and Jerry Pickman, director of advertising-publicity, are in Chicago today on the second stop on their current tour of exchange cities to observe first hand final field preparations for the "Salute To Al Schwalberg Sales Drive," set for July and August.

They will spend two days in a Dallas meeting with South Central division manager Duke Clark and members of his staff.

O'Shea and Pickman held a series of meetings last week in Los Angeles with Western division manager George Smith.

Name Rogell 'V.P.' Of Official Films

Sid Rogell, formerly in charge of production at RKO, has been named vice-president and general manager of Official Films' studio operations, it was announced here at the weekend.

Rogell, who will make his headquarters in Hollywood, will immediately concern himself, in association with Jerry Fairbanks, in the operations of the Official-Fairbanks Studio, which make films for TV.

A pioneer in the industry, Rogell has produced many features including "The White Tower" and "Murder, My Sweet." He received an Academy Award in 1947 for the documentary feature, "Design for Death."

Hughes Wins Action Vs. UA on 'Outlaw'

New York Supreme Court Justice James B. McNally on Friday handed down a summary judgment favoring the Hughes Tool Co. in its action against United Artists to collect $68,-219 earned abroad by "The Outlaw" during the time the distributor handled the picture. UA had withheld the earnings on the ground that it was offset by some $69,000 allegedly spent on the promotion of two other Hughes pictures, "Mad Wednesday" and "Vendetta."

Silver Out in Cut In Republic Staff

Milton Silver, advertising manager of Republic Pictures, ended his association with the company Friday in a curtailment move which reduced the advertising and publicity department by a reported six to 10 men and women.

'Cyrano' Cigarette Case

Important circuit heads, many top industry figures and trade press members are the recipients of attractive cigarette boxes sent by United Artists' promotional department in connection with the general release of "Cyrano de Bergerac," it was announced at the weekend.

Newsreel Parade

ECUADOR'S President Plaza on a visit here and the Korean fighting are highlighted in the current newsreels. Other items include the arrest of the 17 Reds, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 51—Ecuador president Galo Plaza on a visit here. Mark July 4th celebration. Military training bill signed. F. B. I. arrests top Red leaders. Grain on way to India. Miss Truman in Europe. World's largest irrigation plan. Golf, Motorcycling.

NEWS OF THE DAY, No. 285—Korean war ends first year. Miss Truman sees Paris. Ecquador's president Plaza gets welcome. Gen Eisenhower at defense conference. F. B. I. arrests top Red leaders. Motorcycle thriller. "Mr. America" contest. Inflation talk.

PARAMOUNT NEWS, No. 88.—A message of patriotism for Independence Day. War in Korea. Message from the Office of Price Stabilization. Sugar Ray Robinson wins again, in fight abroad. Paris finds Margaret Truman very charming.

TELENEWS DIGEST, No. 25-B—Iran: fuel for unrest. New York: Top Reds arrested in New York by F. B. I. Germany: Polish Repatriation Mission sent home. Ohio: World's largest blimp. "Mr. America" contest. Warren Austin hits North Koreans. Festival of Britain.

UNIVERSAL NEWS, No. 467.—President Truman signs new draft law. Red leaders in New York arrested. Gen Eisenhower meets with his staff. Ecuador president Galo Plaza on visit here. "Francis" gets "degree." "Mr. America" contest. Boat race.

WARNER PATHE NEWS, No. 90—F. B. I. seizes 17 Reds. President Truman signs new draft and U.M.T. bill. Grain from U. S. rushed to India. Hail president Plaza of Ecuador. Korean fighting. July 4th anniversary. Swim fashions. Di Salle on controls. Sugar Ray Robinson scores knockout. Ruth Roman sounds mail call.

MacArthur to Attend 'Frogmen' Premiere

General Douglas MacArthur, Mrs. MacArthur and Col. Lawrence Bunker, the general's aide, will attend the world premiere Friday evening here at the Roxy Theatre of "The Frogmen," the 20th Century-Fox film saluting the Underwater Demolition Teams of the U. S. Naval Amphibious Forces.

General MacArthur, under whose command the UDT forces first made amphibious warfare history during World War II, will see the picture while a round of festivities takes place in and about the theatre. Premiere activities will be marked by the appearance of the U. S. Navy School of Music Band from Washington, and an honor guard from the U. S. Naval Receiving Station in Brooklyn.

General Mark Clark, Chief of the Army Field Forces, will also attend the opening, as will numerous top Navy officials.

RKO Cashiers to Elect

IATSE Theatre Cashiers Local No. B-52, which has jurisdiction over box-office cashiers employed at RKO theatres in Greater New York, will hold an election of officers at a meeting here Thursday. Charlotte Campbell, president of the local, reports. Mrs. Campbell said she soon will move out of town and therefore is not a candidate for reelection.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

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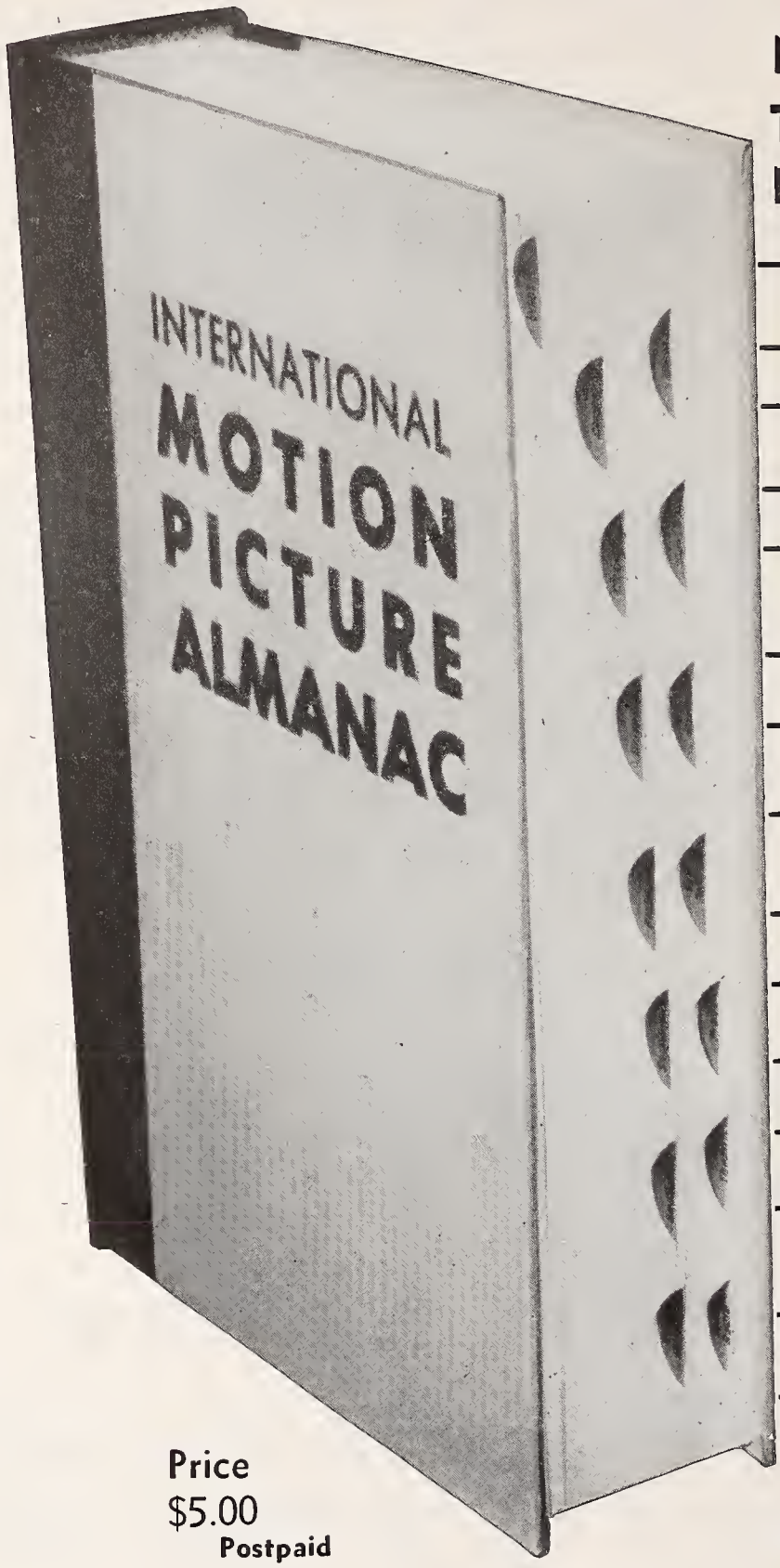
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Theatre TV

(*Continued from page* 1)

cago, RKO's Keith's in Washington and Palace in Cleveland, Loew's Century and Rome's Harlem in Baltimore, District's Lincoln in Washington, Fabian's Palace in Albany and Shea's Fulton in Pittsburgh.

Louis Bout Showing

Theatre television's impressive showing on the Louis-Savold bout, which filled all nine houses to capacity, has whetted interest in the second trial to an even keener edge. If the crowds respond again on the same scale when Joe Louis' personal drawing power is absent, then the box-office value of sporting events on theatre TV is proved beyond doubt, it is held.

Still to be overcome before theatre TV can be put on a money-making basis, however, are technical problems of transmission at a less costly rate, the knotty proposition of raising prices for the special events and the need to add more theatres to the network.

The last problem is complicated by a shortage of theatre TV equipment.

Illinois Senate Kills Bill Aimed at Theatre TV Exclusives

CHICAGO, June 24. — The Illinois Senate today killed a bill that would have barred any state tax supported educational institution from selling television on rights for sporting events to theaters for showing while games were in progress, unless the games were also made available for public television.

The bill received only 11 votes, with 26 needed for passage. Balaban & Katz's State Lake and Tivoli theatres presented exclusive large screen telecasts of University of Illinois home football games last fall, and are hoping to do so again this year.

Loew's Election

(*Continued from page* 1)

tion at the request of IATSE Motion Picture Home Office Employes Local No. H-63, long time jurisdictional rival of SOPEG. H-63 will appear on the ballot, and it is possible that SOPEG will as well, although there was no definite indication at the weekend whether the latter would enter the contest. SOPEG has until Wednesday to petition for a place on the ballot, however.

The SOPEG contract was declared invalid by virtue of a "technical flaw" uncovered by H-63. Had the Board not ruled against the pact the election would have had to wait until next October, when the contract was due to expire.

20th Reorganization

(*Continued from page* 1)

exemption conditions of the plan, it was said here. Fred Pride, 20th-Fox attorney, made final acceptance of the decree contingent upon the Bureau's approval.



MPEA on Eady Plan

(*Continued from page* 1)

It was conceded following the meeting that the American companies stood to come in for a portion of the additional revenue, the theory being that as the gross on pictures increased the distributors' percentage "take" would rise correspondingly.

It was pointed out, additionally, that the reserve which would be available for the financing of British production could also be drawn upon by American companies producing in the U. K., but the importance of this diminishes in light of the fact that American firms producing in England are confronted with no financing problems of consequence.

The success of the Eady Plan hinges on the assumption that the additional ticket charge will not pinch British filmgoers' pocketbooks to the extent that their visits to theatres will be less frequent, one official of an American company's foreign department observed. He said he understood that the amount of the Eady Plan tax has yet to be determined.

Doubt was expressed that the U. S. companies would use their participation in the plan as a bargaining factor in the coming negotiations of a new remittance agreement with Britain. "Now that the entire British industry appears to have accepted the plan, we have no recourse but to follow suit," was the opinion in New York.

The MPEA meeting discussed also developments in Spain, Japan, Germany, Italy and France, it was reported. Another meeting of the Association will be held shortly to deal further with the subjects discussed Friday.

43 UA Features

(*Continued from page* 1)

picture was produced by Daniel M. Angel and directed by Val Guest.

On Aug. 17, UA will release "Obsessed," based on the William Dinner-William Morum stage play, "The Late Edwina Black." David Farrar and Geraldine Fitzgerald are starred in the Gartside production, directed by Maurice Elvey.

Harry Popkin's "The Well" will head the September releases, on the 14th. It is a Russell Rouse-Clarence Green production, the first of a series to be made for UA.

Mid-September will also see in New York the world-premiere at the Paris Theatre of the road-show release of "The River."

Mayer to Announce

(*Continued from page* 1)

The repudiated published interview quoted Mayer as tacitly confirming his intention to resign from M-G-M to continue his production career at a studio where he would be free to make wholesome-type pictures he considers the public wants and needs instead of the kind now being turned out generally which he feels are discouraging attendance by their inappropriateness and mediocrity.

'Red' Probe

(*Continued from page* 1)

week. All signs are that the members have lost interest in the Hollywood hearings and that they are practically over.

Both Rossen and Bromberg have been described by previous witnesses as one-time Communist Party members.

U. K. Tax

(*Continued from page* 1)

farthings instead of the two pence originally proposed, thus leaving an extra farthing for the exhibitor.

Carle Heads

(*Continued from page* 1)

weekend. Since 1945 Carle has served as assistant department head.

A veteran in motion picture publicity, Carle entered the industry as a member of the Paramount publicity department in 1927. He remained with the company until 1936 when he joined the M-G-M publicity staff where he remained for four years. He rejoined Paramount in 1940.

NEWS in Brief . . .

ALBANY, N. Y., June 24.—The national convention of Catholic War Veterans, meeting here, unanimously adopted a resolution declaring that the attention of producers of motion pictures, radio and television programs will be called to Communists and sympathizers in their employ, with a plea for their dismissal. Sponsors of radio and television shows will also be notified, with similar dismissal request.

•

Universal - International's "Francis Goes to the Races" will have its world premiere at Keith's Theatre in Washington on Wednesday, July 4, climaxing a 10-week, 33-city tour by Francis, U-I's "talking" mule, as the mascot of the U. S. Treasury's Newspaper Boy's Defense Bond Pledge Campaign in which some 700 newspaper participated.

•

WASHINGTON, June 24.—Television broadcasters, smarting under renewed criticism of "indecency" and "bad taste" in program content, have taken the first steps toward a self-regulatory code of standards for programs, similar to the motion picture industry's code.

At a meeting here Friday, they set up a committee to make an immediate and thorough study of the question and to draw up a code that would "consider primarily the welfare of the family and children." The idea would be for stations to observe the code voluntarily.

FOR MANY HAPPY RETURNS



OF THE DAY YOU PLAY IT!

All that delighted you in "Tom Sawyer" and "Huckleberry Finn" —and more, is in . . .

When I Grow Up

thru UA

'IA' to Invade TV, Radio

(Continued from page 1)

Association of Broadcast Engineers and Technicians, an independent union, voted unanimously for the "IA."

"Already we have helped them negotiate wage scales considerably higher than those they had before," Walsh added. It was apparent from this that the "IA's" general invasion of radio-TV would be marked by a determined effort to secure increased wage scales in those industries.

Establishment of the new department, Walsh said, recently was authorized at a special meeting of the union's general executive board. This governing body has given Walsh authority to establish separate radio and television branches in any geographical area. The branches will be under his supervision.

The organizing drive, Walsh explained, has been made necessary by several decisions of the National Labor Relations Board, which ruled projectionists in television stations cannot constitute a collective bargaining unit but must be lumped with all the station's technicians in elections to choose a bargaining agent. This gives an advantage to unions or groups long established in the radio field and now representing electronic engineers, who outnumber the projectionists at various stations.

"For a long time," Walsh declared, "we sought to reach jurisdictional agreements, mutually acceptable to the several unions involved, which would protect our members' rightful interests in television. But the NLRB decisions now leave us no recourse except to organize television technicians of all categories under the banner of the IATSE. And since radio and television are so closely allied, we will find it necessary to organize radio, too—in some instances."

IATSE Atlanta Parley Weighs TV's Impact on Film Houses

ATLANTA, June 24.—Television's impact on theatres was the main topic of discussion for delegates to the Southeastern district annual convention of the IATSE here. William P. Raoul, "IA" general secretary, said the union is "worried" about theatres.

Schary Okays Story Idea

HOLLYWOOD, June 24.—Dore Schary, M-G-M vice-president in charge of production, has authorized the purchase of "The Big Lie," story idea by Vernon Lasky and William Hebert. Lasky is author of "Seeds of Treason" and will spend a month in Washington on research.

Poster Brings $50 Fine

BALTIMORE, June 24. — Leslie A. McCracken, manager of the World Theatre here, was fined $50 in Central Police Court on charges of placing a poster with a scantily clad girl outside the theatre and which "tended to unduly deceive the public," it was learned at the weekend.





TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 123 NEW YORK, U. S. A., TUESDAY, JUNE 26, 1951 TEN CENTS

See No Speed In Acting on Wage Control

Despite WSB Panel's Exemption Proposal

WASHINGTON, June 25.—Indications here today were that the Wage Stabilization Board will not act with any speed on the special WSB panel's anticipated recommendation that the motion picture, radio, television and some other industries be exempt from wage controls.

It was reported in New York earlier today that the six-man panel appointed by the Board had decided to recommend exemption from wage control for more than 2,000,000 workers in industries exempt from price control.

Because of the importance of the subject, it was reported, Eric A. Johnston, Economic Stabilization Administrator, has notified Dr. George W. Taylor, WSB chairman, that he wishes to discuss the report with him before the board acts on the recommendations.

Although it was said that a major-

(Continued on page 6)

NEWS FLASHES

WASHINGTON, June 25.--Tax changes in the House-passed tax bill are still a long way from becoming law. The bill passed the House exactly as reported by the Ways and Means Committee. It is expected to be Sept. 1, or later, before the Senate finishes with it, however. Senate hearings will be followed by executive session work.

•

The first commercial color television program was witnessed by 350 press representatives at the CBS studio here yesterday. Sixteen sponsors tied into the initial colorcast and the entertainers were backed by a number of notables, including Wayne Coy, FCC chairman.

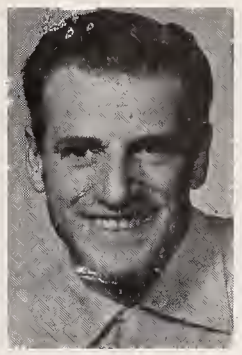
$1,000,000 for 'Caruso' at Hall

Making the sixth picture for M-G-M to reach an eighth week in the history of Radio City Music Hall, "The Great Caruso," currently winding up its seventh week, will momentarily hit the $1,000,000 box-office gross figure at the theatre. The Technicolor musical starring Mario Lanza has the possibilities of establishing a new all-time gross record for any company at the theatre, provided it goes beyond an eighth week at the Hall.

Kramer Sets Col. Program

With nine pictures in work, Stanley Kramer has set his first 18 months of production under the releasing pact with Columbia Pictures for 30 films in five years.

The Kramer company has signed eight writers, two associate producers, and four directors to carry out the production program, with 10 players set for the first four films.



Stanley Kramer

Slated to roll in the fall are "My Six Convicts," from Donald Powell Wilson's novel;

(Continued on page 6)

L.B. MAYER, M-G-M PARTING COMPANY

'Labs' Here Offer 1,800 Technicians A 10% Pay Raise

IATSE Laboratory Technicians Local No. 702 here has accepted a joint management offer of a 10 per cent general wage increase for its 1,800 members in the East, but has balked at the companies' proposal that the new contract be made to run for two years without a reopening clause.

While accepting the pay hike offer, a special membership meeting of Local No. 702 on Sunday instructed the union negotiating group, headed by John Francavilla, the local's president, to resume negotiations with a view to securing a one-year contract or a pact which would give the technicians the right to seek a further increase one

(Continued on page 6)

Schine Given 11-Day Decree Extension

WASHINGTON, June 25—The Justice Department has given the Schine circuit until July 11 to dispose of a number of theatres which under the consent decree it was to have sold by June 30.

Justice officials said they did not know offhand exactly how many theatres are affected. During the second year of the decree, they said, the circuit was to have sold 11 theatres, and

(Continued on page 7)

Split With Schenck Over Production Policy Seen As Reason for Departure

In a brief statement issued simultaneously in New York and Hollywood yesterday, Louis B. Mayer's withdrawal from Metro-Goldwyn-Mayer was formally announced. The statement declared it was "by mutual agreement" that Mayer no longer will be connected with the studio of which he had been the pivotal figure since 1924.



Louis B. Mayer

The following statement was made by Nicholas M. Schenck, president of Loew's, Inc.:

"Mr. Mayer has, since 1924, been

(Continued on page 6)

'Top Salary' Board Named

WASHINGTON, June 25.—Economic Stabilizer Eric A. Johnston today announced the names of five men to form the government's Salary Stabilization Board, to control the pay of executives and salaried workers such as Hollywood talent employes.

The members of the new board are: Dr. Raymond B. Allen, C. Ellsworth Alvord, Clinton S. Golden, Charles P. McCormick and V. Henry Rothschild II.

(Continued on page 6)

MGM Lists 1,254 'Contract Signers' for 6,922 Houses

Metro-Goldwyn-Mayer's recent key city exhibitor screenings for its "Showboat" Technicolor musical are claimed by the company to have established a record for showmen attendance at trade showings, some 1,254 pacemaker "contract signers" representing 6,922 theatres, turning out in 29 exchange centers.

Additionally, there were at least 2,500 exhibitors on hand in the various cities, with 50 "closer-to-home" theatre showings supplementing the 29 screenings. Philadelphia was the only key in

(Continued on page 7)

Two Theatres Close Box-office for TV

Fabian's Palace in Albany, N. Y., is the first of the 11 theatres participating in tomorow night's exclusive theatre telecast of the La Motta-Murphy bout to announce a shift in box-office policy since the network telecast of the Louis-Savold fight.

The Palace will close its box-office

(Continued on page 6)

Mayer, Mann Confer On Business Drive

Following a meeting here yesterday between Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, and Ted Mann, newly-elected president of North Central Allied, the former expressed gratification over the extensive support which NCA has pledged to the all-industry agency.

Mann, who said he would leave here

(Continued on page 7)

FWC Resigns from Exhibitor Group

San Francisco, June 25.—Fox West Coast Theatres of Northern California has notified the California Theatres Association and Affiliated Industries, Inc., that it will no longer be a member of the association after June 30. Fox West Coast has been a member of the CTA for many years. This action follows the resignation of FWC from the San Francisco Employers Council during the AFL janitors' strike last April of this year.

Fox West Coast Theatres pays over one-third of all dues collected by the association in this territory. A meeting of the association's board of directors has been called for tomorrow.

20th- Fox Bolsters Titles of Seven

Early results of the policy of exhibitor cooperation endorsed at the 20th Century-Fox sales convention this month was disclosed here yesterday when distribution chief Al Lichtman announced a series of new box-office titles arrived at through the sales force discussions.

Title changes of the company's forthcoming top pictures were made after convention confabs with the company's regional representatives who gave their views of the box-office potency of the various titles. The changes are as follows:

"Man of Two Worlds," starring Tyrone Power and Ann Blyth is the new title of "The House on the Square," based on the "Berkeley Square Story," "Let's Make It Legal," starring Claudette Colbert, MacDonald Carey and Zachary Scott, is the new title for "Don't Call Me Mother." "No Highway in the Sky," starring James Stewart and Marlene Dietrich, is the new title of Nevil Shute's "No Highway." "Love Nest," with June Haver, William Lundigan, Frank Fay and Marilyn Monroe, was originally "A Wac in his Life." The Darryl F. Zanuck production, "People Will Talk," directed by Joseph L. Mankiewicz and starring Cary Grant and Jeanne Crain was previously known as "The Praetorius Story." The new Clifton Webb comedy, "Mr. Belvedere Rings the Bell," based on the Broadway play, "The Silver Whistle," was originally "Mr. Belvedere Blows His Whistle." The new title for the musical based on the life of Jane Froman is, "With A Song in My Heart." Susan Hayward, David Wayne, Rory Calhoun, and Thelma Ritter are the principals in the picture.

Wiener Is Named To Souvaine Post

David P. Wiener, former assistant treasurer of Eagle-Lion Classics, has been appointed comptroller of Souvaine Selective Pictures.

Personal Mention

GUNTHER R. LESSING, Walt Disney Productions vice-president and general counsel, arrived in New York yesterday from Hollywood.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of distribution, and JOHN P. CURTIN, district manager, left here last night for Toronto.

•

LEWIS COTLOW, independent producer, will leave here tomorrow for Cincinnati. He will be in Minneapolis July 4 and in Kansas City July 11.

•

GORDON W. HEDWIG of Nu-Art Films here, is the father of a son, DOUGLAS, born Sunday to MRS. HEDWIG at Jamaica Hospital.

•

SID GARFIELD, Eastern publicity director for Samuel Goldwyn Productions, is in Hollywood from New York.

•

NORMAN PANAMA, M-G-M producer-director, now vacationing, is due here on Friday with MRS. PANAMA.

•

LAZAR WECHSLER, producer, will leave here today by plane for Zurich, Switzerland.

•

JOHN P. BYRNE, M-G-M's Eastern sales manager, is in New Haven from New York.

IVAN TORS, head of Summit Productions, is due here today from Hollywood to arrange for release of his "Storm Over Tibet."

•

LILA LIPKIN, secretary to CHARLES LEVY, Walt Disney Productions' New York publicity representative, will be married today to SYDNEY GOLDWERT.

•

JOHN J. DERVIN, sales manager of Monogram's Stratford Pictures, left here last night for Detroit and Cleveland and will return on Friday.

•

FRANCES HOROWITZ, secretary to ROBERT GOLDFARB, RKO Radio personnel director, was married at the weekend to MYRON A. JACOBSON.

•

RUSSELL ROUSE, writer-producer-director, is due here today from the Coast for meetings with United Artists executives.

•

PAUL CRANE, Loew's International traffic manager, is celebrating the 29th anniversary of his association with the company.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, left New York yesterday for Pittsburgh and Cleveland.

•

ROY HAINES, Warner Western sales manager, left here yesterday for Chicago, Milwaukee, Minneapolis and Detroit.

Rogers Sues to Bar Films from Video

HOLLYWOOD, June 25.—Roy Rogers has filed a Federal Court suit against Republic and its subsidiary, Hollywood Television Service, seeking to restrain both firms from releasing any films to television in which his name or Trigger's is used for commercial.

The suit is regarded as potentially a precedential case in the bearing it may have on other instances in which players who made films for theatrical exhibition consider their future prospects damaged by their ultimate TV exhibition under commercial sponsorship.

4 More Percentage Suits Are Filed

PITTSBURGH, June 25.—Four distributors have filed percentage suits here against James A. Alexas, Alex Alexas and J. E. Williams. Actions were instituted by RKO, Paramount, Loew's and 20th Century-Fox in U.S. District Court. Involved is the Ligonier Theatre in Ligonier, Pennsylvania. The complaints allege under-reporting of receipts on percentage pictures. Reed, Smith, Shaw and McClay, of Pittsburgh represent the distributors with Sargoy and Stein of counsel.

New $250,000 Drive-in

CLEVELAND, June 25.—The Miles Drive-in, $250,000 super deluxe outdoor theatre on Miles Ave., built by the Ohio Drive-In Management Co., has opened.

Dolle Named to Head KATO Directors

LOUISVILLE, June 25.—Fred J. Dolle of Louisville has been nominated as chairman of the board of directors of the Kentucky Association of Theatre Owners which will hold its annual election on July 6.

Other directors selected by the unit's nominating committee include Jack Keiler, Paducah; W. B. Horsefield, Morganfield; K. Irving Long, Louisville; C. K. Arnold, Bardstown; Tom Hill, Covington; Ralph E. McClanahan, Irvine; J. E. Isaac, Cumberland; Dick Martin, Ashland, and Charles R. Mitchell, Barbourville. Directors at large nominated were: Andy Anderson, Hartford, and Dolle.

Dr. Harry Martin, 61; 20th Official

HOLLYWOOD, June 25.—Funeral services will be held here Wednesday morning for Dr. Harry W. Martin, medical director of 20th Century-Fox studios and husband of Hearst film editor Louella O. Parsons. He died Sunday at the age of 61.

Dr. Martin was a member of the Los Angeles City Civil Service Commission for seven years and the California State Boxing Commission for nine years.

Lund Manages Station

Harold C. Lund, Pittsburgh advertising executive, has been appointed manager of DuMont's station WDTV in that city.

Fox Midwest and Majors in 2 Suits Filed in Missouri

KANSAS CITY, June 25.—Two suits were filed here in Federal District Court by Wichita, Kan., theatre operators, charging that nine motion pic- the industry in Wichita in violation of the Sherman and Clayton acts.

The plaintiffs in suits, filed by Solbert M. Wasserstrom, lawyer, are the Central Theatre Co. Inc., operator of the Crawford Theatre, and O. F. Sullivan, operator of the Civic Theatre.

Named as defendants are RKO Pictures, Warner, 20th Century-Fox, Paramount, Loew's, Columbia, United Artists, Universal and Fox-Midwest.

The Central Theatre seeks $220,000 in actual damages for alleged injury to its business in the period from Sept. 1, 1941, to Jan., 1949. No specific sum was set in the petition of Sullivan.

Pathe Keeping E-L Studio for Rentals

HOLLYWOOD, June 25.—The demand for producing facilities, particularly on the part of television producers, has mounted so sharply that William C. MacMillen, Jr., Pathe Industries president, feels the future holds great rewards for operators of rental studios. Hence, he said here today, Pathe has reversed its intention to sell the Eagle Lion studio in favor of continuing to operate the plant as a rental studio.

Here during the past week on this matter and in connection with the affairs of Souvaine Selective Pictures, whose board he heads, MacMillen said no discussions with producers on product for Souvaine have reached the definitive state.

MacMillen will leave here by plane for New York on Wednesday morning.

Delay Technicolor Meet

The meeting of the Technicolor board scheduled to be held here yesterday was postponed indefinitely pending the return to New York of Dr. Herbert T. Kalmus, company president, who is in New England on a vacation.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

JOHN GARFIELD
SHELLEY WINTERS
in
HE RAN ALL THE WAY
PARAMOUNT TIMES SQUARE
in Person
CARMEN CAVALLARO
And His Orchestra
CY REEVES FOUR EVANS
Extra
JUANITA HALL
Midnight Feature Nightly

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National Pre-Selling

AN initial printing of 300,000 copies of the Dell movie-reprint edition of "No Highway" will flood newsstands, book stores and drug stores throughout the country, timed to the August release of 20th Century-Fox's "Highway in the Sky." The cover will feature James Stewart and Marlene Dietrich in a scene from the film. The 25-cent books will be distributed in time to arrange for cooperative campaigns and special promotions described in the pressbook.

•

The next issue of *Look* magazine, on the stands on July 3d, will feature a cover and a two-page layout titled "Our Dancing Daughters," devoted to M-G-M's up-and-coming dancing starlets, Leslie Caron, Debbie Reynolds, Sally Forrest, Cyd Charisse and Monica Lewis. The same issue picks "Captain Horatio Hornblower" as the picture of the month, and spreads a review of the new Warner picture, with photos, over three pages, including a sketch of Virginia Mayo, whom they call a "blonde of all work."

•

"Kon-Tiki," the true-life saga of six men crossing the Pacific on a balsa raft, has been selected by the Better Films Association of America for its "Picture of the Month" award. The RKO Radio release has already been cited by Scholastic *magazine,* Christian Herald *and* Parent's *magazine as an outstanding picture for the family. The film is currently in its 12th week at the Sutton Theatre in New York, where manager Clem Perry says it will probably stay for some time.*

•

Alfred Hitchcock has reached the half-way mark in his cross-country tour in behalf of Warner Brothers' "Strangers on a Train," which he directed. Yesterday, he greeted a full turn-out of press and radio people in Cleveland, and over the past week he appeared in Detroit and Chicago. He has accepted an invitation from Philadelphia's Mayor Bernard Samuel to attend the city's celebration of the 175th anniversary of the signing of the Declaration of Independence in Independence Hall, on July 2-4.

•

The new *McCall's* for July, now on newsstands, gives "Alice in Wonderland" feature coverage, a two-page spread in four colors. In a series of 13 pictures, the more than 4,000,000 readers of the magazine are taken for a trip through "The Strange Adventures of Alice in Disneyland." The New York *Sunday Mirror* gave a double-truck color spread to "Alice in Disneyland" over the past weekend.

•

One of the most extensive merchandising tieups ever effected between a department store and a motion picture has been concluded, whereby the entire "Honeymoon House" setting from the RKO picture, "Behave Yourself," will be transported to the new Macy's in Kansas City, and displayed on the main floor of the new department store. The screen set is being loaded on vans this week and will be exhibited by Macy's in their several stores, beginning with the Kansas City showing. Upwards of 2,000,000 persons will view the movie set in Kansas City, San Francisco and New York.

Review

"St. Benny the Dip"

(Danzigers—United Artists)

ANOTHER addition to the popular cycle of comedy-dramas about men of the cloth is made with "St. Benny the Dip," produced by Edward J. and Harry Lee Danziger. The picture generally shapes up as a pleasant enough bit of family entertainment although the story of a trio of confidence men who get religion while posing as ministers, fails to achieve the charm and gentle humor which distinguished many of the earlier comedies in this cycle. The principal exploitable element here is a name cast headed by Dick Haymes and Nina Foch, ably supported by such tried-and-true character players as Roland Young and Lionel Stander. There is, too, a nostalgic note in the reappearance of Freddie Bartholomew who makes an excellent showing as a priggish young minister.

Haymes, Young and Stander play three drifters who live by their wits. To escape the police, they don the sober black of the clergy and pass themselves off as bowery missionaries. They are forced to keep up the disguise when a local precinct sergeant takes a sincere interest in the mission. While ministering to their waterfront flock of derelicts, the trio suddenly find they are gaining their own salvation. Young continues as a missionary of the poor; Stander returns to the wife and children he had deserted five years before, and Haymes, smitten by Nina Foch, abandons the open road for the hearth. The picture has its comic and serious moments.

John Roeburt wrote the screenplay, from an original story by George Auerbach. Edgar Ulmer handled the directorial chores satisfactorily, considering the implausable plot.

Running time, 80 minutes. General audience classification. Release date, June 22.

'Bitter Rice' to Be Shown After All

WASHINGTON, June 25. — "Bitter Rice," which was withdrawn from the Greenbelt Theatre after protests that it was "filthy," will be shown there after all this week.

The original protest came from a Catholic Action group. After the film was cancelled, other citizens protested that an unfair local censorship had been set up, since the film had already been passed by Maryland State censors, and the theatre management reconsidered and scheduled the picture for this Wednesday and Thursday nights.

Parade, the Sunday magazine supplement which is included in many newspapers throughout the country, will feature Marta Toren on its July 8 cover, and devote several pages to a story of the current Humphrey Bogart vehicle, "Sirocco," in which she appears, with scenes from the Columbia picture.

•

A population area of 58,000,000 will be bombarded with newspaper, TV, radio and in-person publicity through Walter ("Goliath") Talun's tour for 20th Century-Fox's "David and Bathsheba." After making two-score TV and personal appearances in New York City, Goliath leaves today on the first lap of his all-summer junket which will take him to 69 cities in 21 states, with his tour keyed in many situations as a tieup with the Community Chest Red Feather drive, which will be current.

•

As part of the wide-spread intensive campaign on "Happy Go Lucky," which is rated by English critics as the best musical film ever made in Great Britain, advertising space will be taken by RKO Radio Pictures in *Life, Collier's, Saturday Evening Post* and *Look* magazines, to reach a total of 15,544,000 readers as a pre-selling approach for the picture, starting July 16 and running through Aug. 14. The Technicolor film stars David Niven, Vera-Ellen and Cesar Romero, and was produced abroad by N. Peter Rathvon. —WALTER BROOKS

Rossen Denies Any Present 'Red' Ties

WASHINGTON, June 25.—Academy-Award winning producer, director and writer Robert Rossen today "emphatically" denied to the House Un-American Activities Committee that he is now a Communist Party member or sympathizer, but spent the better part of close to five hours on the stand refusing to answer committee questions as to his affiliations and beliefs "yesterday."

Identified by several previous witnesses as a one-time party member, Rossen was one of two witnesses called by the committee in a brief resurgence of its "Communism-in-Hollywood" hearings. The other, actor J. Edward Bromberg, waited all day for the committee to finish Rossen, and then was put off until tomorrow morning.

Rossen said he wished "to state emphatically that I am not a member of the Communist Party, not in sympathy with it or its aims, and don't believe in any divided loyalty. If called to serve this country, I would do so against any or all enemies, including the Soviet Union."

Committee officials said that Bromberg might be the last witness in the Washington phase of the committee's investigation, and that no further witnesses would be heard here. "Loose ends" of the hearings would, under the tentative schedule, be gathered together by a subcommittee on the West Coast late in July or in August.

Receiver for Drive-in

CINCINNATI, June 25.—A receiver has been appointed by Common Pleas Court for the Sunset Cruise-in Auto Theatre, headed by Roger Williams, at Xenia, O., which opened last season following the dissolution of an injunction suit brought by nearby residents to prevent the opening, contending that the project would be a nuisance and a traffic hazard. It did not open this season. Receivership climaxed the filing of two suits by Earnest and Emma Wilson, of nearby Middletown, O.,

Seven New Films Due on Broadway; 'Caruso' Still Tops

Torrid summer slipped into New York City over the weekend and Broadway first run grosses, with few exceptions, reflected the hot weather lethargy. No less than seven theatres are bringing in new product this week in time to capitalize on the Fourth of July holiday.

The outstanding exception to the summer lull, of course, is still "The Great Caruso" at the Radio City Music Hall, where the seventh week will draw a gross of more than $130,000. The picture and the stage show will hold over the holiday.

The Paramount is the only house with a picture in its first week; "He Ran All the Way" and a stage bill headed by Carmen Cavalero's band is bringing in an estimated $60,000, the best figure for the house in several weeks.

'Angel' Holding Up

"Half Angel" is holding up fairly well at the Roxy, with around $60,000 due for a second and final week. "Frogmen" bows there on Friday. "Sirocco" and Ethel Waters on stage is mild at the Capitol; the second week will register around $20,000. "Excuse My Dust" comes in there tomorrow.

"Fabiola" is leaving the Victoria after a successful four-week run; the final stanza ended last night with a gross of about $12,000, which is not bad. "The Mask of the Avenger" opens there today. "Valentino," which played 10 weeks at the Astor, is ending its stay with a modest $7,000. "Hard, Fast and Beautiful" will come in on Saturday.

The Criterion will gross about $8,500 for a second week with "Native Son" and the Globe will do an estimated $8,000 for the fourth week of "M," which shows good staying power for the latter film. "The Prowler" comes into the Criterion on Saturday, and "Ace in the Hole" opens at the Globe on Friday. The Mayfair, which has been playing reissues, brings in "Two of a Kind" on Friday.

'Tales' Consistent

At the Holiday, "Goodbye, My Fancy," is holding up with about $7,500 due for a fourth week. The roadshowing "Tales of Hoffman" is due for another consistent $12,000 at the Bijou.

The off-Broadway houses in general have been doing good business the past week. "Kon-Tiki" is steady as the trade winds at the Sutton, with another $8,600 in prospect for the 12th week. "Four in a Jeep" is still proving an excellent draw at the Paris, with $9,500 estimated for a second week. Also continuing a sturdy run is "Tony Draws a Horse" at the Park Avenue, with $7,400 due for its seventh week. "Teresa" is down to about $3,500 for a 12th week at the Trans Lux 52nd Street, but will hold.

Host Jap Visitors

HOLLYWOOD, June 25.—Steve Broidy, president of Monogram and Allied Artists, was host at a luncheon here honoring three top Japanese film company executives. Honored guests were: Takejiro Ohtani, president of Shochiku Co., Ltd.; K. Shirai, a producer for that company, and Kenneth Hirose, president of Shochiku Film Enterprises.

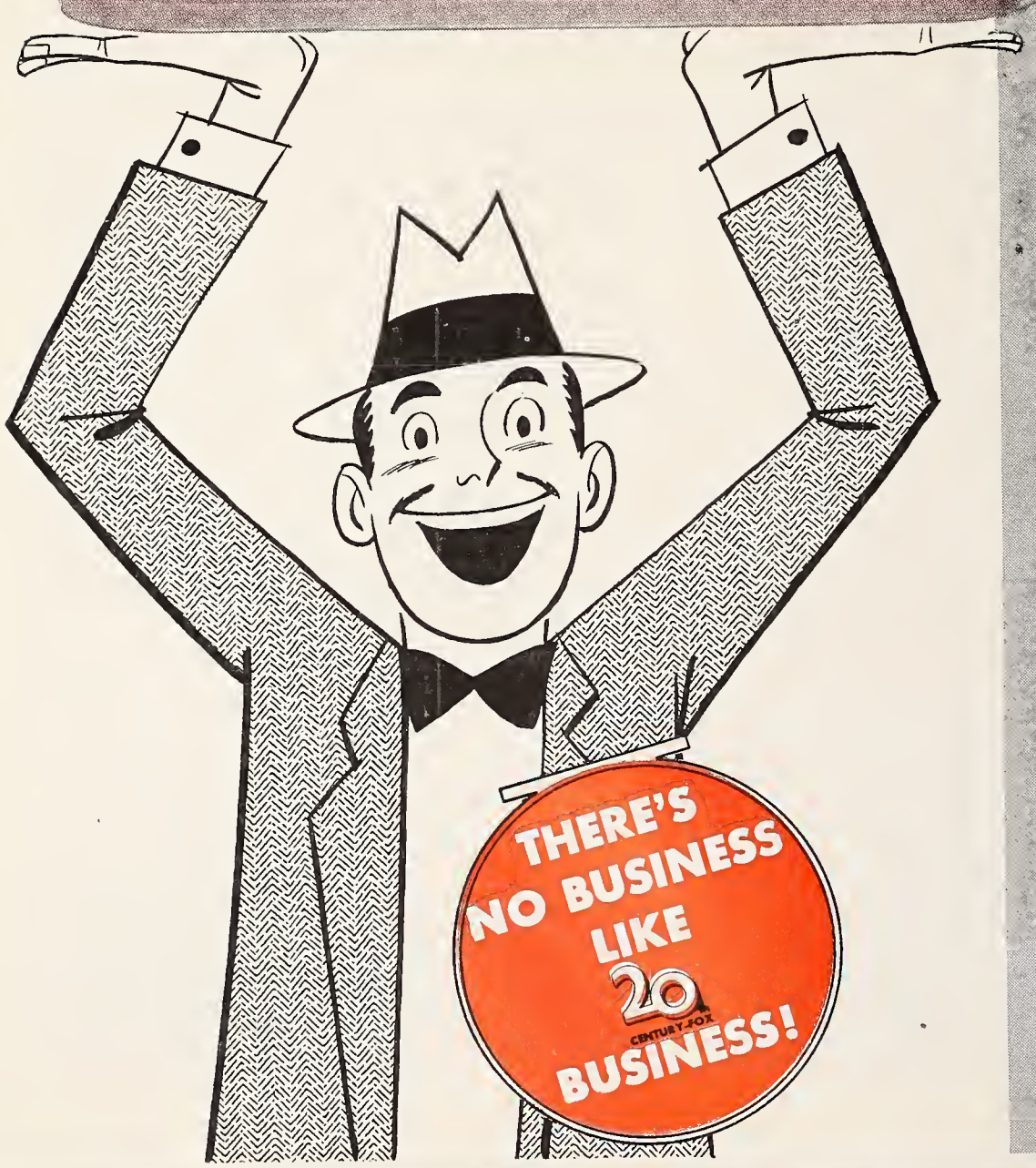
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**AND
PASS**



PEOPLE WILL TALK

The Zanuck-Mankiewicz picture
1951 tops their "All About Eve"
Starring Cary Grant and Jeanne Crain

TAKE CARE OF MY LITTLE GIRL

Color by TECHNICOLOR

Sorority life, U. S. A.—Starring J
Crain! Dale Robertson clicks! A sensa
book is now a sensational picture!

THE FROGMEN

The top-secret story of Uncle Sam
Underwater Commandos! . . Starrin
Richard Widmark, Dana Andrew
Gary Merrill! Full Navy Support

Century-Fox—

STUDIO THAT PRODUCED GREATEST NUMBER OF PICTURES IN 1950!"

—The Exhibitor



NOW THE GOOD-WILL COMPANY THE AMMUNITION FOR 1951!

DECISION BEFORE DAWN

(*Special Engagements Only*)

It's tremendous! Anatole Litvak's first since "Snake Pit"—and bigger! The motion picture achievement of the year!

MR. BELVEDERE RINGS THE BELL

It's Belvedere Laugh-Time all over the world as Clifton Webb rings up another triumph! Joanne Dru, Hugh Marlowe!

THE DESERT FOX

A great best-seller! A fabulous Legend! A true story! Out of the Great African Desert . . . comes the saga of Rommel!

DAVID AND BATHSHEBA

Color by TECHNICOLOR

(*Special Engagements Only*)

Gregory Peck and Susan Hayward in the most awaited of all motion pictures . . . backed by a billion-reader campaign!

THE SECRET OF CONVICT LAKE

Watch the smash All-West openings! Great performances by Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott!

NO HIGHWAY IN THE SKY

James Stewart and Marlene Dietrich ...with all the suspense and adventure of Nevil Shute's powerful best-seller!

Floods Cause Heavy Damage in Kansas

Kansas City, June 25.—Rains and floods in Central and Western Kansas have caused heavy damage, resulting in emergency aid being rushed by the Red Cross for half a dozen counties. Low-lying parts of several towns have been inundated. Some trains suspended service in a few localities and numerous stretches of highway in affected areas are impassable. Harvesting of wheat was stopped in some sections and much standing wheat has been damaged.

NBC Offers Video Code for Study

A new code of standards and practices for television programs has been adopted by National Broadcasting it is announced by Joseph H. McConnell, company president. The code was presented to the program standards committee of the National Association of Radio and Television Broadcasters, which is currently studying proposals for an industry-wide code.

The NBC standards cover children's programs, crime and mystery dramas, news, controversial public issues, religion, charitable campaigns and contests. Regulations govern references to gambling, sex, insobriety and narcotics.

Standards for advertising content and the length of commercials are also listed in the code, but it is explained that TV is a developing medium and that experimental variations in the advertising standards may be permitted. "Props" bearing commercial designations are not counted in commercial time on television.

Box-Office for TV

(*Continued from page* 1)

at three P.M. and reopen at six P.M. The regular evening scale of 74 cents will prevail and the film bill will be shown before and after the fight, but the move will prevent the matinee crowd from holding seats until evening.

The Shea circuit announced here yesterday that its Fulton Theatre in Pittsburgh will again show the bout as the feature event and that all seats will be sold in advance on a reserved policy. The ticket scale will go up to $1.35, plus 15 cents tax. The box-office will open at nine P.M. and the management is confident that all seats will be sold out before then.

While few other houses are expected to raise prices much above the regular evening admission it is expected that most will close the box-office for a time in order to check on the admissions paid for the fight as the main attraction.

Reject DuMont on Color Postponement

WASHINGTON, June 25.—The Federal Communications Commission has turned down a last-minute request from Allen B. DuMont Laboratories for a further postponement of commercial color television. DuMont wanted the delay to test a new tube.

L.B. Mayer, M-G-M Part

(*Continued from page* 1)

the head of studio operations at Metro-Goldwyn-Mayer, the production branch of Loew's, Inc. During that period many of the great motion pictures which helped set the pattern for the entire world were produced at our studios. Mr. Mayer has given our industry leadership and inspiration, and now in parting, his associates at Loews' wish him success and happiness in his future activities."

The move came as no surprise. It has been rumored and reported for months that Mayer and Schenck had developed a schism over production policy; that Mayer took the unalterable position that Metro should continue to limit its activities to an out-and-out program of high budget pictures only. For some months now, however, Metro has been expanding its annual output and, in doing so, has embarked on a widely diversified program including a number of films made at budgets viewed as decidedly modest when compared with the top-line attractions turned out under the aegis of Dore Schary, vice-president in charge of production, with whom Mayer has had policy differences also.

The official statement left a number of questions open. No date for Mayer's withdrawal was given, the assumption being he will be bound by his contract which terminates on Aug. 31. It has been understood, on the other hand, that Mayer was required to declare his intention not later than June 30 if he wanted to avoid facing an automatic renewal for an additional two years.

Press associations, falling back on stories published locally on Hollywood, had Mayer quitting M-G-M over the weekend. But he branded as "unauthorized and inaccurate" all quotations attributed to him and, as late as last Friday night, was satisfied to rest on the mere statement that he would announce his intentions formally before June 30. Whether widespread publication in daily newspapers accelerated the official action announced yesterday was a matter of speculation, but, credited in various circles, was the opinion that the daily newspaper breaks had forced the issue.

Mayer will be 67 years old on July 4. Long powerful in Hollywood, his first association with the industry was in exhibition as the operator of a small theatre in Haverhill, Mass., in 1907. Later, he acquired five theatres in that city and entered into a partnership with the late Nathan Gordon. Together, they developed their holdings into the largest circuit in New England.

According to his official biography in the 1951-52 edition of *International Motion Picture Almanac,* now in preparation, Mayer entered distribution to assure product for the theatres in which he was interested. He was one of a group of showmen who founded Metro Pictures Corp., predecessor company of the internationally known corporation from which he now retires. In 1915 he entered independent production under his own name, starring Anita Stewart among others. When he became associated with Metro-Goldwyn, the company took on his name and thereafter functioned as Metro-Goldwyn-Mayer.

Mayer is credited with having developed Irving Thalberg, has been an avowed champion of the "star system" and top-budget attractions.

Seven times president of the Association of Motion Picture Producers, he has been honored many times here and abroad for his efforts in promoting patriotism, humanitarianism and leadership in the industry in which he has played so long a significant role. Earlier this year, the Academy of Motion Picture Arts and Sciences voted him a special award for 44 years of leadership in industry affairs.

HOLLYWOOD, June 25.—The usual flood of Hollywood rumors followed announcement of Louis B. Mayer's withdrawal from M-G-M. They became so persistent that three different companies saw fit to issue formal denials of published reports that they were negotiating with Mayer. The companies were Universal-International where Mayer's son-in-law, William Goetz, is vice-president in charge of production; Columbia and Wald-Krasna Prod.

Mayer Issues Statement

HOLLYWOOD, June 25.—Declining to state when he will leave the studio, or what his plans for the future are, Louis B. Mayer issued the following statement:

"It has been my honor to have served as head of M-G-M studio activities since the birth of the company in 1924. I have great pride in its accomplishments and am grateful to the fine men and women of the organization who have established the studio in the high position it has always held. Naturally I regret severing ties and relationships that have been built up over many years, but I leave with my very best wishes to the organization and to those connected with it and for its future prosperity and success."

Wage Control

(*Continued from page* 1)

ity of the panel members took the view that Congress did not intend to have wage ceilings apply where these were not necessary to the enforcement of price ceilings, it is expected that some uncertainty will prevail in this connection until after the panel meets in Cincinnati on July 5.

The panel has not yet drafted its formal report for submission to the board. This will be done at Cincinnati, but the position of its labor and public members in favor of lifting the wage controls was asserted last week.

'Labs' Offer Raise

(*Continued from page* 1)

year hence if the cost-of-living shows any appreciable rise then.

The local was reported to have sought a 12½ per cent increase in salaries plus an additional three per cent for a welfare fund and another three per cent for pensions and other concessions.

Some 25 laboratories are involved in the negotiations, with 19 located in New York. Joseph McMahon of Republic's Consolidated Laboratories is chairman of the management negotiating group.

OPS Distributing MPA Inflation Film

Washington, June 25.—The Office of Price Stabilization is distributing 3,200 prints of a special two-minute anti-inflation trailer produced for it by the motion picture industry.

The trailer, entitled "Inflation and You," is sponsored by the Motion Picture Association of America and includes a narration by Robert Montgomery and a closing message from Price Controller Michael DiSalle. It outlines the reasons for the inflationary spiral after the Korean War, including the effect of "scare buying."

'Toy Salary' Board

(*Continued from page* 1)

Salaries of talent guild members have been allowed to be fixed under industry tradition by a special Wage Stabilization Board "interpretation," but there is a report that the new Salary Board will set up a special panel to restudy the question of salary control for "talent" employes. Of course this whole matter would be academic if the Wage Board ruled that film industry workers should be completely exempt from control.

Fair Practice Rules For Radio, TV Ads

WASHINGTON, June 25. — Federal Trade Commission staff attorneys will work out a set of proposed "fair trade practice" rules to govern advertising and selling of radio and television sets.

The Commission held an industry conference here at the weekend to get industry views on the idea, and over the weekend it was announced that the staff would get to work on the rules. These would then be presented to another industry conference later.

Kramer Program Set

(*Continued from page* 1)

"Death of a Salesman," from the Broadway play; "Fourposter," one-set, two-character story, and "The Happy Time," Broadway play.

Edward and Edna Anhalt are associate producers on "Convicts," with Hugo Fregonese directing. John Beal and Millard Mitchell are the first players to be cast.

"Death of a Salesman," to star Fredric March, will be directed by Laslo Benedek, from Stanley Roberts' script.

'Fourposter'

"Fourposter," starring Rex Harrison and Lilli Palmer, has Irving Reis as director from Allan Scott's script.

"The Happy Time," will star Charles Boyer.

Slated for next year's program are "The 5000 Fingers of Dr. T.," original story by Ted Geisel; "The Sniper," original written by the Anhalts, who will also produce, from a screenplay by Harry Brown, and "Four Shades in Blue," to be directed by Irving Reis from his own original story.

"Member of the Wedding," from the New York play, and "The Cyclists' Raid," to be adapted from a story in *Harpers' Magazine*, round out Kramer's program for the first group of his Columbia films.



take care of my little girl

We've chosen this entertaining and provocative film about Sorority Life, U.S.A., as SEVENTEEN's PICTURE OF THE MONTH for July. Filmed in Technicolor, its dramatic treatment of the real-life problems of any college girl will have special appeal for the 2,500,000 readers of SEVENTEEN.

seventeen

THE ENTERTAINMENT MAGAZINE FOR HIGH SCHOOL GIRLS

M-G-M's 'Contract Signers'

(*Continued from page 1*)

which a theatre trade showing was not held. New York and New Jersey exhibitors had a choice of attending branch showings in addition to a screening at Loew's 72nd Street Theatre here.

One of the most significant factors in the turnout, in addition to general interest in the company's new production, was the evidence it gave of the extreme concentration of buying power in exhibition in such a comparatively small number of "contract signers" representing so many key runs.

Dallas led all exchanges in the number of "contract signers" present with 150. The Minneapolis screening was second with 139 and Chicago, third, with 58. In the list of number of theatres represented, Dallas again was up front with 734 theatres, Los Angeles was second with 413. Charlotte and Washington tied for third with 394 each; Atlanta was fourth with 389, Chicago was next with 375, San Francisco followed with 341, and Omaha and Minneapolis next with 310 each. In the case of Chicago which supervised "closer-to-home" screenings at Danville, Auburn and Galesburg, the overall theatres represented amounted to 442; total number of "contract signers," 93.

Following is a complete recap of the 29 branches, the number of "contract signers" attending and the quota of theatres represented at the individual theatre screenings:

Branch	Contract Signers	Number of Theatres Represented
Albany	24	83
Atlanta	21	389
Boston	42	289
Buffalo	27	130
Charlotte	56	394
Chicago	93	442
Cincinnati	30	201
Cleveland	37	221
Dallas	150	734
Denver	52	192
Des Moines	22	137
Detroit	57	330
Indianapolis	9	23
Kansas City	31	281
Los Angeles	53	413
Memphis	21	81
Milwaukee	23	175
Minneapolis	135	310
New Haven	14	66
New Orleans	39	186
Oklahoma City	25	184
Omaha	60	310
Pittsburgh	30	142
Portland, Ore.	35	114
Salt Lake City	20	148
San Francisco	49	341
St. Louis	27	90
Seattle	16	122
Washington, D. C.	56	394
Total, 29 Exchange Centers	1,254	6,922

Saville to Produce Garrett's 'Maxime's'

LONDON, June 25.—Victor Saville has returned from Paris where he signed Ludmilla Tcherina, French ballerina, for a key role in "I'm Going to Maxime's," based on the Sam Garrett original, which Saville will make on his three-picture independent production schedule.

This schedule, which also includes "The Director" and "Order of Release," will follow "24 Hours," which Saville is preparing to direct as a Merle Oberon-Richard Conte co-starrer for Associated British.

Mayer, Mann

(*Continued from page 1*)

today by plane for his Minneapolis headquarters, conferred with Mayer on the extent to which NCA and COMPO could work jointly on the NCA president's plan for a long-range business building campaign.

The first large-scale activity of the Mann campaign will be a two-day clinic for newspaper publishers to be held in Minneapolis in the early fall. Under the plan every area exhibitor will invite his local newspaper publisher to attend the clinic, which will be glamorized by stars, directors and other Hollywood personalities, and by the industry's top advertising-publicity personnel.

While Mann's program will be aimed primarily at the local level, the intention is to have it dovetail with the proposed COMPO national "Jubilee" drive, also tentatively set for the fall.

The NCA board has authorized Mann to appoint a screening committee to view and appraise motion pictures.

Uruguayans Form New Coast Firm

HOLLYWOOD, June 25.—A syndicate of wealthy Uruguayans headed by Publisher Felipe Calderon have formed a new production company, Cine-Sol, and have made a bid for Patricia Neal to star in their first picture, "Estrellita." This will be based on an original by Leon Valdes, concerning Miss Neal's recent South American trip.

The group has offered to let the star set the time and recommend the director. Meanwhile, she is starring in "Weekend With Father" at U-I under terms of her one-a-year contract with 20th Century-Fox.

Friedlob Arrives in N. Y. With 'Christy'

Bert Friedlob, independent producer releasing through 20th Century-Fox, arrived in New York from the Coast yesterday bringing with him a print of his latest picture, "A Millionaire for Christy" starring Fred MacMurray, Eleanor Parker and Richard Carlson He was accompanied by Bill Blowitz, his publicity director.

Schine Decree

(*Continued from page 1*)

they added that they thought "very few" of these had been sold.

The government spokesmen refused to say whether there was any real prospect that the additional 11 days would be enough time for the circuit to dispose of the theatres. Asked whether there was any indication that Schine had not made a bona fide effort to dispose of the theatres, the officials answered with a "no comment."



take care of my little girl

Thank you, SEVENTEEN! We know our exhibitors will want to tell teenagers that this is your PICTURE OF THE MONTH for July. Starring Jeanne Crain, with Dale Robertson, Mitzi Gaynor and Jean Peters as co-stars. A Julian Blaustein production, filmed in Technicolor, directed by Jean Negulesco, screenplay by Julius J. and Philip G. Epstein.

20th CENTURY-FOX

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS	LIPPERT
May 20	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51)	GO FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)	(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51)	IN OLD AMARILLO Roy Rogers Penny Edwards O—67 min. (Rev. 5/22/51) WELLS FARGO GUNMASTER Allan "Rocky" Lane O—60 min. (Rev. 5/15/51)		(May Releases) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51) ON THE RIVIERA (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51) RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(S. P. Eagle) THE PROWLER Van Heflin Evelyn Keyes D—92 min. (Rev. 5/2/51)		(May Releases) THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51) KATIE DID IT Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51) SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)	GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	
May 27		NIGHT INTO MORNING Ray Milland John Hodiak D—86 min. (Rev. 5/21/51)	NEVADA BADMEN Whip Wilson O—58 min. (5152)		FUGITIVE LADY Janis Paige Binnie Barnes D MILLION DOLLAR PURSUIT Penny Edwards Grant Withers D—60 min. (Rev. 5/29/51)	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D—90 min. (Rev. 4/24/51)		(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—96 min. (Rev. 5/4/51)	(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min. (Rev. 5/15/51)		ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)	
June 3	SMUGGLER'S GOLD Cameron Mitchell Amanda Blake D—64 min. (Rev. 5/15/51) SNAKE RIVER DESPERADOES Charles Starrett Smiley Burnette O—54 min. (Rev. 5/22/51)	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D—81 min. (Rev. 6/14/51)	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)	(June Releases) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)	FIGHTING COAST GUARD Brian Donlevy Forrest Tucker D—86 min. (Rev. 4/27/51)	JUNGLE HEADHUNTERS (Color) Documentary 66 min. (Rev. 5/15/51)	(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min.	(Jack Schwarz) THE HOODLUM Lawrence Tierney D			ROARING CITY H. Beaumont R. Travis D (Release: 5/4/51)
June 10		EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min. (Rev. 5/29/51)	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C—61 min. (Rev. 6/21/51)	TRIO Jean Simmons Michael Rennie D—92 min. (5030) (Rev. 10/10/50)	SECRETS OF MONTE CARLO Warren Douglas Lois Hall D—60 min. (5030)	BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)	THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—92 min. (Rev. 3/6/51)	(Danziger Bros.) ST. BENNY THE DIP Dick Haymes Nina Foch Roland Young CD—80 min.		(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51) HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D—77 min. (Rev. 5/11/51)	INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)	
June 17	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)	KIND LADY Ethel Barrymore Maurice Evans D—78 min. (Rev. 6/18/51)	MONTANA DESPERADO Johnny Mack Brown O (5143)				AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD—70 min. (Rev. 6/5/51)	(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD—70 min. (Rev. 6/7/51)				KENTUCKY JUBILEE J. Colonna J. Porter M—67 min. (Rev. 6/12/51) (Release: 5/18/51)
June 24	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. (Rev. 6/5/51)	STRICTLY DISHONORABLE Ezio Pinza Janet Lee CD			THE DAKOTA KID Michael Chapin Ellene Janssen O—60 min. (5067)			(John Arent) CAIRO ROAD Eric Portman D			STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker D—101 min. (027) (Rev. 6/14/51)	
July 1	CHINA CORSAIR Jon Hall Lisa Ferraday D—68 min. (Rev. 6/12/51) SILVER CANYON Gene Autry O—70 min. (Rev. 6/21/51)	SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min. (Rev. 6/5/51)	YUKON MANHUNT Kirby Grant Chinook Margaret Field O (5123)	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51) ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)		ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D	(July Releases) THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51) THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D—96 min. (Rev. 6/11/51) TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)		(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51) THE PRINCE WHO WAS A THIEF (Color) Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51) COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C—77 min. (Rev. 6/18/51)		LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—85 min. (Release: 6/18/51) (Rev. 5/29/51)
July 8	(July Releases) SIROCCO Humphrey Bogart Lee J. Cobb D—98 min. (Rev. 6/7/51)	THE LAW AND THE LADY Greer Garson Michael Wilding D	STAGE COACH DRIVER Whip Wilson O (5153)		THE RODEO KING AND THE SENORITA Rex Allen O	HAPPY GO LOVELY (Color) David Niven Vera Ellen MC—88 min. (Rev. 6/12/51)		(Stanley Kramer) CYRANO DE BERGERAC (Color) Jose Ferrer Mala Powers D—112 min. (Rev. 11/14/50)			FORT WORTH (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)	
July 15	HURRICANE ISLAND (Color) Jon Hall D TWO OF A KIND Edmond O'Brien Lizabeth Scott D—75 min. (Rev. 6/18/51)	TERESA Pier Angeli John Ericson D—103 min. (Rev. 3/6/51)	(Allied Artists) DISC JOCKEY Ginny Simms Michael O'Shea M			HIS KIND OF WOMAN Jane Russell Robert Mitchum D		PARDON MY FRENCH Merle Oberon Paul Henreid C—81 min.				
July 22	BIG GUSHER Wayne Morris Preston Foster D BONANZA TOWN Charles Starrett Smiley Burnette O	RICH, YOUNG AND PRETTY (Color) Jane Powell Vic Damone M—95 min.	LET'S GO NAVY Bowery Boys C (5113)			(Walt Disney) ALICE IN WONDERLAND (Color) Cartoon Feature		CLOUDBURST Robert Preston Elizabeth Sellars D			ON MOONLIGHT BAY (Color) Doris Day Gordon MacRae M (029)	
July 29	MASK OF THE AVENGER (Color) John Derek Anthony Quinn D—83 min.											

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 123 NEW YORK, U. S. A., TUESDAY, JUNE 26, 1951 TEN CENTS

See No Speed In Acting on Wage Control

Despite WSB Panel's Exemption Proposal

WASHINGTON, June 25.—Indications here today were that the Wage Stabilization Board will not act with any speed on the special WSB panel's anticipated recommendation that the motion picture, radio, television and some other industries be exempt from wage controls.

It was reported in New York earlier today that the six-man panel appointed by the Board had decided to recommend exemption from wage control for more than 2,000,000 workers in industries exempt from price control.

Because of the importance of the subject, it was reported, Eric A. Johnston, Economic Stabilization Administrator, has notified Dr. George W. Taylor, WSB chairman, that he wishes to discuss the report with him before the Board acts on the recommendations.

Although it was said that a major-

(Continued on page 6)

'Top Salary' Board Named

WASHINGTON, June 25.—Economic Stabilizer Eric A. Johnston today announced the names of five men to form the government's Salary Stabilization Board, to control the pay of executives and salaried workers such as Hollywood talent employes.

The members of the new board are: Dr. Raymond B. Allen, C. Ellsworth Alvord, Clinton S. Golden, Charles P. McCormick and V. Henry Rothschild II.

(Continued on page 6)

CBS Color Bows— With 16 Sponsors

The first commercial color television program was witnessed by 350 press representatives at the CBS studio here yesterday. Sixteen sponsors tied into the initial colorcast and the entertainers were backed by a number of notables, including Wayne Coy, chairman of the Federal Communications Commission.

The commercial use of the CBS col-

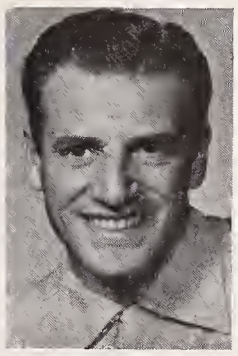
(Continued on page 3)

$1,000,000 for 'Caruso' at Hall

Making the sixth picture for M-G-M to reach an eighth week in the history of Radio City Music Hall, "The Great Caruso," currently winding up its seventh week, will momentarily hit the $1,000,000 box-office gross figure at the theatre. The Technicolor musical starring Mario Lanza has the possibilities of establishing a new all-time gross record for any company at the theatre, provided it goes beyond an eighth week at the Hall.

Kramer Sets Col. Program

With nine pictures in work, Stanley Kramer has set his first 18 months of production under the releasing pact with Columbia Pictures for 30 films in five years.



Stanley Kramer

The Kramer company has signed eight writers, two associate producers, and four directors to carry out the production program, with 10 players set for the first four films.

Slated to roll in the fall are "My Six Convicts," from Donald Powell Wilson's novel;

(Continued on page 6)

L.B. MAYER, M-G-M PARTING COMPANY

'Labs' Here Offer 1,800 Technicians A 10% Pay Raise

IATSE Laboratory Technicians Local No. 702 here has accepted a joint management offer of a 10 per cent general wage increase for its 1,800 members in the East, but has balked at the companies' proposal that the new contract be made to run for two years without a reopening clause.

While accepting the pay hike offer, a special membership meeting of Local No. 702 on Sunday instructed the union negotiating group, headed by John Francavilla, the local's president, to resume negotiations with a view to securing a one-year contract or a pact which would give the technicians the right to seek a further increase one

(Continued on page 6)

Schine Given 11-Day Decree Extension

WASHINGTON, June 25—The Justice Department has given the Schine circuit until July 11 to dispose of a number of theatres which under the consent decree it was to have sold by June 30.

Justice officials said they did not know offhand exactly how many theatres are affected. During the second year of the decree, they said, the circuit was to have sold 11 theatres, and

(Continued on page 7)

Split With Schenck Over Production Policy Seen As Reason for Departure

In a brief statement issued simultaneously in New York and Hollywood yesterday, Louis B. Mayer's withdrawal from Metro-Goldwyn-Mayer was formally announced. The statement declared it was "by mutual agreement" that Mayer no longer will be connected with the studio of which he had been the pivotal figure since 1924.



Louis B. Mayer

The following statement was made by Nicholas M. Schenck, president of Loew's, Inc.:

"Mr. Mayer has, since 1924, been

(Continued on page 6)

Tax Changes Are Far Off

WASHINGTON, June 25.—Tax changes in the House-passed tax bill are still a long way from becoming law. The bill passed the House exactly as reported by the House Ways and Means Committee. The Senate Finance Committee will start hearings Wednesday. But hearings will run for a month or more, will be followed by lengthy executive session work, more work on the Senate floor and a House-Senate conference. It will be

(Continued on page 3)

MGM Lists 1,254 'Contract Signers' for 6,922 Houses

Metro-Goldwyn-Mayer's recent key city exhibitor screenings for its "Showboat" Technicolor musical are claimed by the company to have established a record for showmen attendance at trade showings, some 1,254 pacemaker "contract signers" representing 6,922 theatres, turning out in 29 exchange centers.

Additionally, there were at least 2,500 exhibitors on hand in the various cities, with 50 "closer-to-home" theatre showings supplementing the 29 screenings. Philadelphia was the only key in

(Continued on page 7)

Two Theatres Close Box-office for TV

Fabian's Palace in Albany, N. Y., is the first of the 11 theatres participating in tomorow night's exclusive theatre telecast of the La Motta-Murphy bout to announce a shift in box-office policy since the network telecast of the Louis-Savold fight.

The Palace will close its box-office

(Continued on page 6)

Mayer, Mann Confer On Business Drive

Following a meeting here yesterday between Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, and Ted Mann, newly-elected president of North Central Allied, the former expressed gratification over the extensive support which NCA has pledged to the all-industry agency.

Mann, who said he would leave here

(Continued on page 7)

FWC Resigns from Exhibitor Group

San Francisco, June 25.—Fox West Coast Theatres of Northern California has notified the California Theatres Association and Affiliated Industries, Inc., that it will no longer be a member of the association after June 30. Fox West Coast has been a member of the CTA for many years. This action follows the resignation of FWC from the San Francisco Employers Council during the AFL janitors' strike last April of this year.

Fox West Coast Theatres pays over one-third of all dues collected by the association in this territory. A meeting of the association's board of directors has been called for tomorrow.

20th- Fox Bolsters Titles of Seven

Early results of the policy of exhibitor cooperation endorsed at the 20th Century-Fox sales convention this month was disclosed here yesterday when distribution chief Al Lichtman announced a series of new box-office titles arrived at through the sales force discussions.

Title changes of the company's forthcoming top pictures were made after convention confabs with the company's regional representatives who gave their views of the box-office potency of the various titles. The changes are as follows:

"Man of Two Worlds," starring Tyrone Power and Ann Blyth is the new title of "The House on the Square," based on the "Berkeley Square Story," "Let's Make It Legal," starring Claudette Colbert, MacDonald Carey and Zachary Scott, is the new title for "Don't Call Me Mother." "No Highway in the Sky," starring James Stewart and Marlene Dietrich, is the new title of Nevil Shute's "No Highway." "Love Nest," with June Haver, William Lundigan, Frank Fay and Marilyn Monroe, was originally "A Wac in his Life." The Darryl F. Zanuck production, "People Will Talk," directed by Joseph L. Mankiewicz and starring Cary Grant and Jeanne Crain was previously known as "The Praetorius Story." The new Clifton Webb comedy, "Mr. Belvedere Rings the Bell," based on the Broadway play, "The Silver Whistle," was originally "Mr. Belvedere Blows His Whistle." The new title for the musical based on the life of Jane Froman is, "With A Song in My Heart." Susan Hayward, David Wayne, Rory Calhoun, and Thelma Ritter are the principals in the picture.

Wiener Is Named To Souvaine Post

David P. Wiener, former assistant treasurer of Eagle-Lion Classics, has been appointed comptroller of Souvaine Selective Pictures.

Personal Mention

GUNTHER R. LESSING, Walt Disney Productions vice-president and general counsel, arrived in New York yesterday from Hollywood.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of distribution, and JOHN P. CURTIN, district manager, left here last night for Toronto.

•

LEWIS COTLOW, independent producer, will leave here tomorrow for Cincinnati. He will be in Minneapolis July 4 and in Kansas City July 11.

•

GORDON W. HEDWIG of Nu-Art Films here, is the father of a son, DOUGLAS, born Sunday to MRS. HEDWIG at Jamaica Hospital.

•

SID GARFIELD, Eastern publicity director for Samuel Goldwyn Productions, is in Hollywood from New York.

•

NORMAN PANAMA, M-G-M producer-director, now vacationing, is due here on Friday with MRS. PANAMA.

•

LAZAR WECHSLER, producer, will leave here today by plane for Zurich, Switzerland.

•

JOHN P. BYRNE, M-G-M's Eastern sales manager, is in New Haven from New York.

IVAN TORS, head of Summit Productions, is due here today from Hollywood to arrange for release of his "Storm Over Tibet."

•

LILA LIPKIN, secretary to CHARLES LEVY, Walt Disney Productions' New York publicity representative, will be married today to SYDNEY GOLDWERT.

•

JOHN J. DERVIN, sales manager of Monogram's Stratford Pictures, left here last night for Detroit and Cleveland and will return on Friday.

•

FRANCES HOROWITZ, secretary to ROBERT GOLDFARB, RKO Radio personnel director, was married at the weekend to MYRON A. JACOBSON.

•

RUSSELL ROUSE, writer-producer-director, is due here today from the Coast for meetings with United Artists executives.

•

PAUL CRANE, Loew's International traffic manager, is celebrating the 29th anniversary of his association with the company.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, left New York yesterday for Pittsburgh and Cleveland.

•

ROY HAINES, Warner Western sales manager, left here yesterday for Chicago, Milwaukee, Minneapolis and Detroit.

Rogers Sues to Bar Films from Video

HOLLYWOOD, June 25.—Roy Rogers has filed a Federal Court suit against Republic and its subsidiary, Hollywood Television Service, seeking to restrain both firms from releasing any films to television in which his name or Trigger's is used for commercial.

The suit is regarded as potentially a precedential case in the bearing it may have on other instances in which players who made films for theatrical exhibition consider their future prospects damaged by their ultimate TV exhibition under commercial sponsorship.

4 More Percentage Suits Are Filed

PITTSBURGH, June 25.—Four distributors have filed percentage suits here against James A. Alexas, Alex Alexas and J. E. Williams. Actions were instituted by RKO, Paramount, Loew's and 20th Century-Fox in U.S. District Court. Involved is the Ligonier Theatre in Ligonier, Pennsylvania. The complaints allege under-reporting of receipts on percentage pictures. Reed, Smith, Shaw and McClay, of Pittsburgh represent the distributors with Sargoy and Stein of counsel.

New $250,000 Drive-in

CLEVELAND, June 25.—The Miles Drive-in, $250,000 super deluxe outdoor theatre on Miles Ave., built by the Ohio Drive-In Management Co., has opened.

Dolle Named to Head KATO Directors

LOUISVILLE, June 25.—Fred J. Dolle of Louisville has been nominated as chairman of the board of directors of the Kentucky Association of Theatre Owners which will hold its annual election on July 6.

Other directors selected by the unit's nominating committee include Jack Keiler, Paducah; W. B. Horsefield, Morganfield; K. Irving Long, Louisville; C. K. Arnold, Bardstown; Tom Hill, Covington; Ralph E. McClanahan, Irvine; J. E. Isaac, Cumberland; Dick Martin, Ashland, and Charles R. Mitchell, Barbourville. Directors at large nominated were: Andy Anderson, Hartford, and Dolle.

Dr. Harry Martin, 61; 20th Official

HOLLYWOOD, June 25.—Funeral services will be held here Wednesday morning for Dr. Harry W. Martin, medical director of 20th Century-Fox studios and husband of Hearst film editor Louella O. Parsons. He died Sunday at the age of 61.

Dr. Martin was a member of the Los Angeles City Civil Service Commission for seven years and the California State Boxing Commission for nine years.

Lund Manages Station

Harold C. Lund, Pittsburgh advertising executive, has been appointed manager of DuMont's station WDTV in that city.

Fox Midwest and Majors in 2 Suits Filed in Missouri

KANSAS CITY, June 25.—Two suits were filed here in Federal District Court by Wichita, Kan., theatre operators, charging that nine motion pic- the industry in Wichita in violation of the Sherman and Clayton acts.

The plaintiffs in suits, filed by Solbert M. Wasserstrom, lawyer, are the Central Theatre Co. Inc., operator of the Crawford Theatre, and O. F. Sullivan, operator of the Civic Theatre.

Named as defendants are RKO Pictures, Warner, 20th Century-Fox, Paramount, Loew's, Columbia, United Artists, Universal and Fox-Midwest.

The Central Theatre seeks $220,000 in actual damages for alleged injury to its business in the period from Sept. 1, 1941, to Jan., 1949. No specific sum was set in the petition of Sullivan.

Pathe Keeping E-L Studio for Rentals

HOLLYWOOD, June 25.—The demand for producing facilities, particularly on the part of television producers, has mounted so sharply that William C. MacMillen, Jr., Pathe Industries president, feels the future holds great rewards for operators of rental studios. Hence, he said here today, Pathe has reversed its intention to sell the Eagle Lion studio in favor of continuing to operate the plant as a rental studio.

Here during the past week on this matter and in connection with the affairs of Souvaine Selective Pictures, whose board he heads, MacMillen said no discussions with producers on product for Souvaine have reached the definitive state.

MacMillen will leave here by plane for New York on Wednesday morning.

Delay Technicolor Meet

The meeting of the Technicolor board scheduled to be held here yesterday was postponed indefinitely pending the return to New York of Dr. Herbert T. Kalmus, company president, who is in New England on a vacation.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

JOHN GARFIELD
SHELLEY WINTERS
in
HE RAN ALL THE WAY
PARAMOUNT TIMES SQUARE
in Person
CARMEN CAVALLARO
And His Orchestra
CY REEVES FOUR EVANS
Extra
JUANITA HALL
Midnight Feature Nightly

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National Pre-Selling

AN initial printing of 300,000 copies of the Dell movie-reprint edition of "No Highway" will flood newsstands, book stores and drug stores throughout the country, timed to the August release of 20th Century-Fox's "Highway in the Sky." The cover will feature James Stewart and Marlene Dietrich in a scene from the film. The 25-cent books will be distributed in time to arrange for cooperative campaigns and special promotions described in the pressbook.

•

The next issue of *Look* magazine, on the stands on July 3d, will feature a cover and a two-page layout titled "Our Dancing Daughters," devoted to M-G-M's up-and-coming dancing starlets, Leslie Caron, Debbie Reynolds, Sally Forrest, Cyd Charisse and Monica Lewis. The same issue picks "Captain Horatio Hornblower" as the picture of the month, and spreads a review of the new Warner picture, with photos, over three pages, including a sketch of Virginia Mayo.

•

"Kon-Tiki," the true-life saga of six men crossing the Pacific on a balsa raft, has been selected by the Better Films Association of America for its "Picture of the Month" award. The RKO Radio release has already been cited by Scholastic *magazine,* Christian Herald *and* Parent's *magazine as an outstanding picture for the family. The film is currently in its 12th week at the Sutton Theatre in New York, where manager Clem Perry says it will probably stay for some time.*

•

Alfred Hitchcock has reached the half-way mark in his cross-country tour in behalf of Warner Brothers' "Strangers on a Train," which he directed. Yesterday, he greeted a full turn-out of press and radio people in Cleveland, and over the past week he appeared in Detroit and Chicago. He has accepted an invitation from Philadelphia's Mayor Bernard Samuel to attend the city's celebration of the 175th anniversary of the signing of the Declaration of Independence in Independence Hall, on July 2-4.

•

The new *McCall's* for July, now on newsstands, gives "Alice in Wonderland" feature coverage, a two-page spread in four colors. In a series of 13 pictures, the more than 4,000,000 readers of the magazine are taken for a trip through "The Strange Adventures of Alice in Disneyland." The New York *Sunday Mirror* gave a double-truck color spread to "Alice in Disneyland" over the past weekend.

•

One of the most extensive merchandising tieups ever effected between a department store and a motion picture has been concluded, whereby the entire "Honeymoon House" setting from the RKO picture, "Behave Yourself," will be transported to the new Macy's in Kansas City, and displayed on the main floor of the new department store. The screen set is being loaded on vans this week and will be exhibited by Macy's in their several stores, beginning with the Kansas City showing. Upwards of 2,000,000 persons will view the movie set in Kansas City, San Francisco and New York.

—WALTER BROOKS

Review

"St. Benny the Dip"

(Danzigers—United Artists)

ANOTHER addition to the popular cycle of comedy-dramas about men of the cloth is made with "St. Benny the Dip," produced by Edward J. and Harry Lee Danziger. The picture generally shapes up as a pleasant enough bit of family entertainment although the story of a trio of confidence men who get religion while posing as ministers, fails to achieve the charm and gentle humor which distinguished many of the earlier comedies in this cycle. The principal exploitable element here is a name cast headed by Dick Haymes and Nina Foch, ably supported by such tried-and-true character players as Roland Young and Lionel Stander. There is, too, a nostalgic note in the reappearance of Freddie Bartholomew who makes an excellent showing as a priggish young minister.

Haymes, Young and Stander play three drifters who live by their wits. To escape the police, they don the sober black of the clergy and pass themselves off as bowery missionaries. They are forced to keep up the disguise when a local precinct sergeant takes a sincere interest in the mission. While ministering to their waterfront flock of derelicts, the trio suddenly find they are gaining their own salvation. Young continues as a missionary of the poor; Stander returns to the wife and children he had deserted five years before, and Haymes, smitten by Nina Foch, abandons the open road for the hearth. The picture has its comic and serious moments.

John Roeburt wrote the screenplay, from an original story by George Auerbach. Edgar Ulmer handled the directorial chores satisfactorily, considering the implausable plot.

Running time, 80 minutes. General audience classification. Release date, June 22.

Tax Changes

(*Continued from page* 1)

Sept. 1 or later before the tax changes go into effect.

Included in the bill as passed by the House are provisions to lift the admission tax from performances of civic symphonies, non-profit operas, community theatres and other non-profit religious, educational and charitable groups. This provision has been under fire from exhibitor groups. Another change would base the admission tax on the price actually charged on reduced price tickets, rather than on the full established price.

Tax Exemption

Another provision would exempt practically all film and photographic equipment used by the motion picture industry from the Federal excise taxes.

Industry firms and individuals would, of course, be subject to the general provisions of the bill, increasing individual and corporate income taxes, imposing a new 20 per cent withholding tax on corporate dividends and interest payments and cutting back the excess profits tax credit for many firms.

CBS Color Bows

(*Continued from page* 1)

or system was made possible by an FCC ruling which was contested by RCA and others, but was finally upheld by the U. S. Supreme Court.

The hour-long program showed a variety of products. The color was especially good in the primary ranges.

Among the entertainers who appeared were Arthur Godfrey, Ed Sullivan, Faye Emerson, Garry Moore, Sam Levenson, Patty Painter, Robert Alda and Isabel Bigley, the New York City Ballet, the Bil Baird Marionettes and Archie Bleyer's orchestra.

Brief addresses were made by Coy, William S. Paley, CBS board chairman and Frank Stanton, CBS president.

New Silverthorne Post

CLEVELAND, June 25.—Jack Silverthorne, manager of the Telenews Theatre here for the past two years, will manage the Hippodrome.

Rossen Denies Any Present 'Red' Ties

WASHINGTON, June 25.—Academy-Award winning producer, director and writer Robert Rossen today "emphatically" denied to the House Un-American Activities Committee that he is now a Communist Party member or sympathizer, but spent the better part of close to five hours on the stand refusing to answer committee questions as to his affiliations and beliefs "yesterday."

Identified by several previous witnesses as a one-time party member, Rossen was one of two witnesses called by the committee in a brief resurgence of its "Communism-in-Hollywood" hearings. The other, actor J. Edward Bromberg, waited all day for the committee to finish Rossen, and then was put off until tomorrow morning.

Rossen said he wished "to state emphatically that I am not a member of the Communist Party, not in sympathy with it or its aims, and don't believe in any divided loyalty. If called to serve this country, I would do so against any or all enemies, including the Soviet Union."

Committee officials said that Bromberg might be the last witness in the Washington phase of the committee's investigation, and that no further witnesses would be heard here. "Loose ends" of the hearings would, under the tentative schedule, be gathered together by a subcommittee on the West Coast late in July or in August.

Receiver for Drive-in

CINCINNATI, June 25.—A receiver has been appointed by Common Pleas Court for the Sunset Cruise-in Auto Theatre, headed by Roger Williams, at Xenia, O., which opened last season following the dissolution of an injunction suit brought by nearby residents to prevent the opening, contending that the project would be a nuisance and a traffic hazard. It did not open this season. Receivership climaxed the filing of two suits by Earnest and Emma Wilson, of nearby Middletown, O.,

Seven New Films Due on Broadway; 'Caruso' Still Tops

Torrid summer slipped into New York City over the weekend and Broadway first run grosses, with few exceptions, reflected the hot weather lethargy. No less than seven theatres are bringing in new product this week in time to capitalize on the Fourth of July holiday.

The outstanding exception to the summer lull, of course, is still "The Great Caruso" at the Radio City Music Hall, where the seventh week will draw a gross of more than $130,000. The picture and the stage show will hold over the holiday.

The Paramount is the only house with a picture in its first week; "He Ran All the Way" and a stage bill headed by Carmen Cavalero's band is bringing in an estimated $60,000, the best figure for the house in several weeks.

'Angel' Holding Up

"Half Angel" is holding up fairly well at the Roxy, with around $60,000 due for a second and final week. "Frogmen" bows there on Friday. "Sirocco" and Ethel Waters on stage is mild at the Capitol; the second week will register around $20,000. "Excuse My Dust" comes in there tomorrow.

"Fabiola" is leaving the Victoria after a successful four-week run; the final stanza ended last night with a gross of about $12,000, which is not bad. "The Mask of the Avenger" opens there today. "Valentino," which played 10 weeks at the Astor, is ending its stay with a modest $7,000. "Hard, Fast and Beautiful" will come in on Saturday.

The Criterion will gross about $8,500 for a second week with "Native Son" and the Globe will do an estimated $8,000 for the fourth week of "M," which shows good staying power for the latter film. "The Prowler" comes into the Criterion on Saturday, and "Ace in the Hole" opens at the Globe on Friday. The Mayfair, which has been playing reissues, brings in "Two of a Kind" on Friday.

'Tales' Consistent

At the Holiday, "Goodbye, My Fancy," is holding up with about $7,500 due for a fourth week. The roadshowing "Tales of Hoffman" is due for another consistent $12,000 at the Bijou.

The off-Broadway houses in general have been doing good business the past week. "Kon-Tiki" is steady as the trade winds at the Sutton, with another $8,600 in prospect for the 12th week. "Four in a Jeep" is still proving an excellent draw at the Paris, with $9,500 estimated for a second week. Also continuing a sturdy run is "Tony Draws a Horse" at the Park Avenue, with $7,400 due for its seventh week. "Teresa" is down to about $3,500 for a 12th week at the Trans Lux 52nd Street, but will hold.

Host Jap Visitors

HOLLYWOOD, June 25.—Steve Broidy, president of Monogram and Allied Artists, was host at a luncheon here honoring three top Japanese film company executives. Honored guests were: Takejiro Ohtani, president of Shochiku Co., Ltd.; K. Shirai, a producer for that company, and Kenneth Hirose, president of Shochiku Film Enterprises.

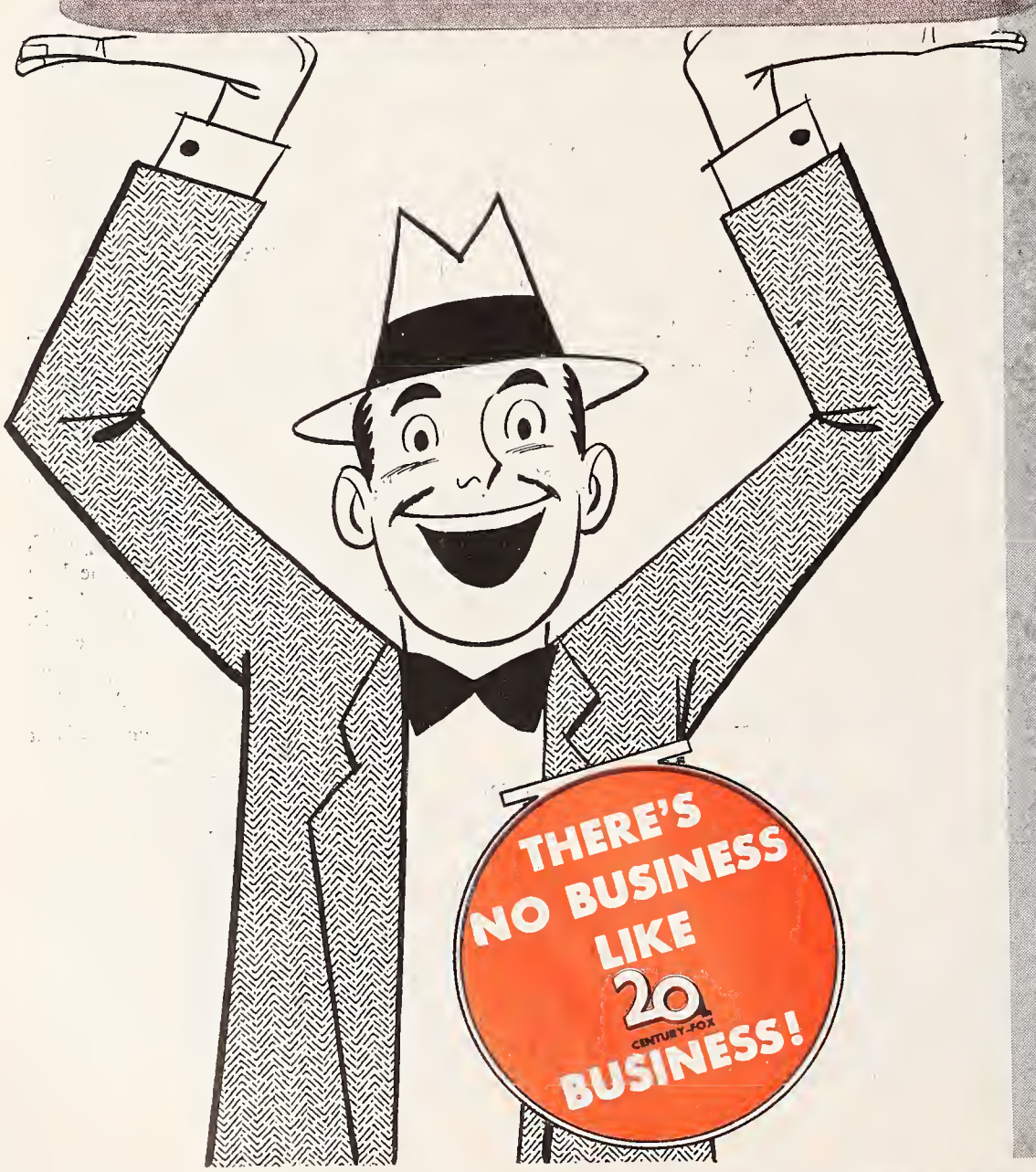
To 20

"THE THI HIT





AND M
PASSE



PEOPLE WILL TALK

The Zanuck-Mankiewicz picture of 1951 tops their "All About Eve"! Starring Cary Grant and Jeanne Crain!

TAKE CARE OF MY LITTLE GIRL

Color by TECHNICOLOR

Sorority life, U. S. A.—Starring Je Crain! Dale Robertson clicks! A sensat book is now a sensational picture!

THE FROGMEN

The top-secret story of Uncle Sam's Underwater Commandos! . . Starring Richard Widmark, Dana Andrews, Gary Merrill! Full Navy Support!

Century-Fox—

STUDIO THAT PRODUCED GREATEST NUMBER OF PICTURES IN 1950!" —The Exhibitor



V THE GOOD-WILL COMPANY THE AMMUNITION FOR 1951!

DECISION BEFORE DAWN

(Special Engagements Only)

It's tremendous! Anatole Litvak's first since "Snake Pit"—and bigger! The motion picture achievement of the year!

MR. BELVEDERE RINGS THE BELL

It's Belvedere Laugh-Time all over the world as Clifton Webb rings up another triumph! Joanne Dru, Hugh Marlowe!

THE DESERT FOX

A great best-seller! A fabulous Legend! A true story! Out of the Great African Desert . . . comes the saga of Rommel!

DAVID AND BATHSHEBA

Color by TECHNICOLOR

(Special Engagements Only)

Gregory Peck and Susan Hayward in the most awaited of all motion pictures . . . backed by a billion-reader campaign!

THE SECRET OF CONVICT LAKE

Watch the smash All-West openings! Great performances by Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott!

NO HIGHWAY IN THE SKY

James Stewart and Marlene Dietrich ...with all the suspense and adventure of Nevil Shute's powerful best-seller!

Floods Cause Heavy Damage in Kansas

Kansas City, June 25.—Rains and floods in Central and Western Kansas have caused heavy damage, resulting in emergency aid being rushed by the Red Cross for half a dozen counties. Low-lying parts of several towns have been inundated. Some trains suspended service in a few localities and numerous stretches of highway in affected areas are impassable. Harvesting of wheat was stopped in some sections and much standing wheat has been damaged.

NBC Offers Video Code for Study

A new code of standards and practices for television programs has been adopted by National Broadcasting it is announced by Joseph H. McConnell, company president. The code was presented to the program standards committee of the National Association of Radio and Television Broadcasters, which is currently studying proposals for an industry-wide code.

The NBC standards cover children's programs, crime and mystery dramas, news, controversial public issues, religion, charitable campaigns and contests. Regulations govern references to gambling, sex, insobriety and narcotics.

Standards for advertising content and the length of commercials are also listed in the code, but it is explained that TV is a developing medium and that experimental variations in the advertising standards may be permitted. "Props" bearing commercial designations are not counted in commercial time on television.

Box-Office for TV

(*Continued from page* 1)

at three P.M. and reopen at six P.M. The regular evening scale of 74 cents will prevail and the film bill will be shown before and after the fight, but the move will prevent the matinee crowd from holding seats until evening.

The Shea circuit announced here yesterday that its Fulton Theatre in Pittsburgh will again show the bout as the feature event and that all seats will be sold in advance on a reserved policy. The ticket scale will go up to $1.35, plus 15 cents tax. The box-office will open at nine P.M. and the management is confident that all seats will be sold out before then.

While few other houses are expected to raise prices much above the regular evening admission it is expected that most will close the box-office for a time in order to check on the admissions paid for the fight as the main attraction.

Reject DuMont on Color Postponement

WASHINGTON, June 25.—The Federal Communications Commission has turned down a last-minute request from Allen B. DuMont Laboratories for a further postponement of commercial color television. DuMont wanted the delay to test a new tube.

L.B. Mayer, M-G-M Part

(*Continued from page* 1)

the head of studio operations at Metro-Goldwyn-Mayer, the production branch of Loew's, Inc. During that period many of the great motion pictures which helped set the pattern for the entire world were produced at our studios. Mr. Mayer has given our industry leadership and inspiration, and now in parting, his associates at Loews' wish him success and happiness in his future activities."

The move came as no surprise. It has been rumored and reported for months that Mayer and Schenck had developed a schism over production policy; that Mayer took the unalterable position that Metro should continue to limit its activities to an out-and-out program of high budget pictures only. For some months now, however, Metro has been expanding its annual output and, in doing so, has embarked on a widely diversified program including a number of films made at budgets viewed as decidedly modest when compared with the top-line attractions turned out under the aegis of Dore Schary, vice-president in charge of production, with whom Mayer has had policy differences also.

The official statement left a number of questions open. No date for Mayer's withdrawal was given, the assumption being he will be bound by his contract which terminates on Aug. 31. It has been understood, on the other hand, that Mayer was required to declare his intention not later than June 30 if he wanted to avoid facing an automatic renewal for an additional two years.

Press associations, falling back on stories published locally on Hollywood, had Mayer quitting M-G-M over the weekend. But he branded as "unauthorized and inaccurate" all quotations attributed to him and, as late as last Friday night, was satisfied to rest on the mere statement that he would announce his intentions formally before June 30. Whether widespread publication in daily newspapers accelerated the official action announced yesterday was a matter of speculation, but, credited in various circles, was the opinion that the daily newspaper breaks had forced the issue.

Mayer will be 67 years old on July 4. Long powerful in Hollywood, his first association with the industry was in exhibition as the operator of a small theatre in Haverhill, Mass., in 1907. Later, he acquired five theatres in that city and entered into a partnership with the late Nathan Gordon. Together, they developed their holdings into the largest circuit in New England.

According to his official biography in the 1951-52 edition of *International Motion Picture Almanac,* now in preparation, Mayer entered distribution to assure product for the theatres in which he was interested. He was one of a group of showmen who founded Metro Pictures Corp., predecessor company of the internationally known corporation from which he now retires. In 1915 he entered independent production under his own name, starring Anita Stewart among others. When he became associated with Metro-Goldwyn, the company took on his name and thereafter functioned as Metro-Goldwyn-Mayer.

Mayer is credited with having developed Irving Thalberg, has been an avowed champion of the "star system" and top-budget attractions.

Seven times president of the Association of Motion Picture Producers, he has been honored many times here and abroad for his efforts in promoting patriotism, humanitarianism and leadership in the industry in which he has played so long a significant role. Earlier this year, the Academy of Motion Picture Arts and Sciences voted him a special award for 44 years of leadership in industry affairs.

HOLLYWOOD, June 25.—The usual flood of Hollywood rumors followed announcement of Louis B. Mayer's withdrawal from M-G-M. They became so persistent that three different companies saw fit to issue formal denials of published reports that they were negotiating with Mayer. The companies were Universal-International where Mayer's son-in-law, William Goetz, is vice-president in charge of production; Columbia and Wald-Krasna Prod.

Mayer Issues Statement

HOLLYWOOD, June 25.—Declining to state when he will leave the studio, or what his plans for the future are, Louis B. Mayer issued the following statement:

"It has been my honor to have served as head of M-G-M studio activities since the birth of the company in 1924. I have great pride in its accomplishments and am grateful to the fine men and women of the organization who have established the studio in the high position it has always held. Naturally I regret severing ties and relationships that have been built up over many years, but I leave with my very best wishes to the organization and to those connected with it and for its future prosperity and success."

Wage Control

(*Continued from page* 1)

ity of the panel members took the view that Congress did not intend to have wage ceilings apply where these were not necessary to the enforcement of price ceilings, it is expected that some uncertainty will prevail in this connection until after the panel meets in Cincinnati on July 5.

The panel has not yet drafted its formal report for submission to the board. This will be done at Cincinnati, but the position of its labor and public members in favor of lifting the wage controls was asserted last week.

'Labs' Offer Raise

(*Continued from page* 1)

year hence if the cost-of-living shows any appreciable rise then.

The local was reported to have sought a 12½ per cent increase in salaries plus an additional three per cent for a welfare fund and another three per cent for pensions and other concessions.

Some 25 laboratories are involved in the negotiations, with 19 located in New York. Joseph McMahon of Republic's Consolidated Laboratories is chairman of the management negotiating group.

OPS Distributing MPA Inflation Film

Washington, June 25.—The Office of Price Stabilization is distributing 3,200 prints of a special two-minute anti-inflation trailer produced for it by the motion picture industry.

The trailer, entitled "Inflation and You," is sponsored by the Motion Picture Association of America and includes a narration by Robert Montgomery and a closing message from Price Controller Michael DiSalle. It outlines the reasons for the inflationary spiral after the Korean War, including the effect of "scare buying."

'Toy Salary' Board

(*Continued from page* 1)

Salaries of talent guild members have been allowed to be fixed under industry tradition by a special Wage Stabilization Board "interpretation," but there is a report that the new Salary Board will set up a special panel to restudy the question of salary control for "talent" employes. Of course this whole matter would be academic if the Wage Board ruled that film industry workers should be completely exempt from control.

Fair Practice Rules For Radio, TV Ads

WASHINGTON, June 25. — Federal Trade Commission staff attorneys will work out a set of proposed "fair trade practice" rules to govern advertising and selling of radio and television sets.

The Commission held an industry conference here at the weekend to get industry views on the idea, and over the weekend it was announced that the staff would get to work on the rules. These would then be presented to another industry conference later.

Kramer Program Set

(*Continued from page* 1)

"Death of a Salesman," from the Broadway play; "Fourposter," one-set, two-character story, and "The Happy Time," Broadway play.

Edward and Edna Anhalt are associate producers on "Convicts," with Hugo Fregonese directing. John Beal and Millard Mitchell are the first players to be cast.

"Death of a Salesman," to star Fredric March, will be directed by Laslo Benedek, from Stanley Roberts' script.

'Fourposter'

"Fourposter," starring Rex Harrison and Lilli Palmer, has Irving Reis as director from Allan Scott's script.

"The Happy Time," will star Charles Boyer.

Slated for next year's program are "The 5000 Fingers of Dr. T.," original story by Ted Geisel; "The Sniper," original written by the Anhalts, who will also produce, from a screenplay by Harry Brown, and "Four Shades in Blue," to be directed by Irving Reis from his own original story.

"Member of the Wedding," from the New York play, and "The Cyclists' Raid," to be adapted from a story in *Harpers' Magazine*, round out Kramer's program for the first group of his Columbia films.



take care of my little girl

We've chosen this entertaining and provocative film about Sorority Life, U.S.A., as SEVENTEEN's PICTURE OF THE MONTH for July. Filmed in Technicolor, its dramatic treatment of the real-life problems of any college girl will have special appeal for the 2,500,000 readers of SEVENTEEN.

seventeen

THE ENTERTAINMENT MAGAZINE FOR HIGH SCHOOL GIRLS

M-G-M's 'Contract Signers'

(*Continued from page* 1)

which a theatre trade showing was not held. New York and New Jersey exhibitors had a choice of attending branch showings in addition to a screening at Loew's 72nd Street Theatre here.

One of the most significant factors in the turnout, in addition to general interest in the company's new production, was the evidence it gave of the extreme concentration of buying power in exhibition in such a comparatively small number of "contract signers" representing so many key runs.

Dallas led all exchanges in the number of "contract signers" present with 150. The Minneapolis screening was second with 139 and Chicago, third, with 58. In the list of number of theatres represented, Dallas again was up front with 734 theatres, Los Angeles was second with 413. Charlotte and Washington tied for third with 394 each; Atlanta was fourth with 389, Chicago was next with 375, San Francisco followed with 341, and Omaha and Minneapolis next with 310 each. In the case of Chicago which supervised "closer-to-home" screenings at Danville, Auburn and Galesburg, the overall theatres represented amounted to 442; total number of "contract signers," 93.

Following is a complete recap of the 29 branches, the number of "contract signers" attending and the quota of theatres represented at the individual theatre screenings:

Branch	Contract Signers	Number of Theatres Represented
Albany	24	83
Atlanta	21	389
Boston	42	289
Buffalo	27	130
Charlotte	56	394
Chicago	93	442
Cincinnati	30	201
Cleveland	37	221
Dallas	150	734
Denver	52	192
Des Moines	22	137
Detroit	57	330
Indianapolis	9	23
Kansas City	31	281
Los Angeles	53	413
Memphis	21	81
Milwaukee	23	175
Minneapolis	135	310
New Haven	14	66
New Orleans	39	186
Oklahoma City	25	184
Omaha	60	310
Pittsburgh	30	142
Portland, Ore.	35	114
Salt Lake City	20	148
San Francisco	49	341
St. Louis	27	90
Seattle	16	122
Washington, D. C.	56	394
Total, 29 Exchange Centers	1,254	6,922

Saville to Produce Garrett's 'Maxime's'

LONDON, June 25.—Victor Saville has returned from Paris where he signed Ludmilla Tcherina, French ballerina, for a key role in "I'm Going to Maxime's," based on the Sam Garrett original, which Saville will make on his three-picture independent production schedule.

This schedule, which also includes "The Director" and "Order of Release," will follow "24 Hours," which Saville is preparing to direct as a Merle Oberon-Richard Conte co-starrer for Associated British.

Mayer, Mann

(*Continued from page* 1)

today by plane for his Minneapolis headquarters, conferred with Mayer on the extent to which NCA and COMPO could work jointly on the NCA president's plan for a long-range business building campaign.

The first large-scale activity of the Mann campaign will be a two-day clinic for newspaper publishers to be held in Minneapolis in the early fall. Under the plan every area exhibitor will invite his local newspaper publisher to attend the clinic, which will be glamorized by stars, directors and other Hollywood personalities, and by the industry's top advertising-publicity personnel.

While Mann's program will be aimed primarily at the local level, the intention is to have it dovetail with the proposed COMPO national "Jubilee" drive, also tentatively set for the fall.

The NCA board has authorized Mann to appoint a screening committee to view and appraise motion pictures.

Uruguayans Form New Coast Firm

HOLLYWOOD, June 25.—A syndicate of wealthy Uruguayans headed by Publisher Felipe Calderon have formed a new production company, Cine-Sol, and have made a bid for Patricia Neal to star in their first picture, "Estrellita." This will be based on an original by Leon Valdes, concerning Miss Neal's recent South American trip.

The group has offered to let the star set the time and recommend the director. Meanwhile, she is starring in "Weekend With Father" at U-I under terms of her one-a-year contract with 20th Century-Fox.

Friedlob Arrives in N. Y. With 'Christy'

Bert Friedlob, independent producer releasing through 20th Century-Fox, arrived in New York from the Coast yesterday bringing with him a print of his latest picture, "A Millionaire for Christy" starring Fred MacMurray, Eleanor Parker and Richard Carlson He was accompanied by Bill Blowitz, his publicity director.

Schine Decree

(*Continued from page* 1)

they added that they thought "very few" of these had been sold.

The government spokesmen refused to say whether there was any real prospect that the additional 11 days would be enough time for the circuit to dispose of the theatres. Asked whether there was any indication that Schine had not made a bona fide effort to dispose of the theatres, the officials answered with a "no comment."



take care of my little girl

Thank you, SEVENTEEN! We know our exhibitors will want to tell teenagers that this is your PICTURE OF THE MONTH for July. Starring Jeanne Crain, with Dale Robertson, Mitzi Gaynor and Jean Peters as co-stars. A Julian Blaustein production, filmed in Technicolor, directed by Jean Negulesco, screenplay by Julius J. and Philip G. Epstein.

20th CENTURY-FOX

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS	LIPPERT
May 20	(May Releases) THE BRAVE BULLS Mel Ferrer Miroslava D—108 min. (Rev. 4/18/51)	GO FOR BROKE Van Johnson D—92 min. (Rev. 3/27/51)	CAVALRY SCOUT (Color) Rod Cameron O—78 min. (5101) (Rev. 4/18/51) (Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)	(May Releases) APPOINTMENT WITH DANGER Alan Ladd Phyllis Calvert D—89 min. (5019) (Rev. 4/17/51) THE LAST OUTPOST (Color) Ronald Reagan Rhonda Fleming D—87 min. (Rev. 4/17/51)	IN OLD AMARILLO Roy Rogers Penny Edwards O—67 min. (Rev. 5/22/51) WELLS FARGO GUNMASTER Allan "Rocky" Lane O—60 min. (Rev. 5/15/51)		(May Releases) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51) ON THE RIVIERA (Color) Danny Kaye Gene Tierney Corinne Calvet MC—90 min. (Rev. 4/20/51) RAWHIDE Tyrone Power Susan Hayward O—86 min. (Rev. 3/7/51)	(S. P. Eagle) THE PROWLER Van Heflin Evelyn Keyes D—92 min. (Rev. 5/2/51)		(May Releases) THE FAT MAN J. Scott Smart Julie London D—77 min. (Rev. 4/2/51) KATIE DID IT Ann Blyth Mark Stevens C—81 min. (Rev. 4/6/51) SMUGGLER'S ISLAND (Color) Jeff Chandler Evelyn Keyes D—75 min. (Rev. 4/17/51)	GOODBYE, MY FANCY Joan Crawford Robert Young C—107 min. (Rev. 4/10/51)	
May 27	WHEN THE REDSKINS RODE (Color) Jon Hall Mary Castle D—78 min. (Rev. 5/15/51)		ACCORDING TO MRS. HOYLE Spring Byington D—60 min. (5122) (Rev. 6/18/51)	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D—90 min. (Rev. 4/24/51)	FUGITIVE LADY Janis Paige Binnie Barnes D MILLION DOLLAR PURSUIT Penny Edwards Grant Withers D—60 min. (Rev. 5/29/51)			(Jules Levey) FABIOLA Michelle Morgan Henry Vidal D—96 min. (Rev. 5/4/51)	(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min. (Rev. 5/15/51)			
June 3	SMUGGLER'S GOLD Cameron Mitchell Amanda Blake D—64 min. (Rev. 5/15/51)	NIGHT INTO MORNING Ray Milland John Hodiak D—86 min. (Rev. 5/21/51)	NEVADA BADMEN Whip Wilson O—58 min. (5152)		FIGHTING COAST GUARD Brian Donlevy Forrest Tucker D—86 min. (Rev. 4/27/51)	HARO, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D—76 min. (Rev. 5/23/51)	(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min.			ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)	
June 10	SNAKE RIVER DESPERADOES Charles Starrett Smiley Burnette O—54 min. (Rev. 5/22/51)	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D—81 min. (Rev. 6/14/51)	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)	(June Releases) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)		JUNGLE HEADHUNTERS (Color) Documentary 66 min. (Rev. 5/15/51)	THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—92 min. (Rev. 3/6/51)	(Oanziger Bros.) ST. BENNY THE DIP Dick Haymes Nina Foch Roland Young CD—80 min.	(Jack Schwarz) THE HOODLUM Lawrence Tierney D	(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51)	INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)	ROARING CITY H. Beaumont R. Travis D (Release: 5/4/51)
June 17	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)	EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min. (Rev. 5/29/51)	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C—61 min. (Rev. 6/21/51)	TRIO Jean Simmons Michael Rennie D—92 min. (5030) (Rev. 10/10/50)	SECRETS OF MONTE CARLO Warren Douglas Lois Hall D—60 min. (5030)	BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)	AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD—70 min. (Rev. 6/5/51)	(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD—70 min. (Rev. 6/7/51)		(Jack Schwarz) THE HOODLUM Lawrence Tierney D		KENTUCKY JUBILEE J. Colonna J. Porter M—67 min. (Rev. 6/12/51) 'Release: 5/18/51)
June 24	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. (Rev. 6/5/51)	KIND LADY Ethel Barrymore Maurice Evans D—78 min. (Rev. 6/18/51)	MONTANA DESPERADO Johnny Mack Brown O (5143)									
July 1	CHINA CORSAIR Jon Hall Lisa Ferraday D—68 min. (Rev. 6/12/51)	STRICTLY DISHONORABLE Ezio Pinza Janet Lee CD			THE OAKOTA KID Michael Chapin Eilene Janssen O—60 min. (5067)			(John Arent) CAIRO ROAD Eric Portman D			STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker D—101 min. (027) (Rev. 6/14/51)	LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—85 min. (Release: 6/18/51) (Rev. 5/29/51)
July 8	SILVER CANYON Gene Autry O—70 min. (Rev. 6/21/51)	SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min. (Rev. 6/5/51)	YUKON MANHUNT Kirby Grant Chinook Margaret Field O (5123)	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)		ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D	(July Releases) THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51)	(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)		(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)		
July 15	HURRICANE ISLAND (Color) Jon Hall D	THE LAW AND THE LADY Greer Garson Michael Wilding D	STAGE COACH DRIVER Whip Wilson O (5153)	ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)	THE ROOEO KING AND THE SENORITA Rex Allen O	HAPPY GO LOVELY (Color) David Niven Vera Ellen MC—88 min. (Rev. 6/12/51)	THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D—96 min. (Rev. 6/11/51)	(Stanley Kramer) CYRANO DE BERGERAC (Color) Jose Ferrer Mala Powers D—112 min. (Rev. 11/14/50)		THE PRINCE WHO WAS A THIEF (Color) Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51)	FORT WORTH (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)	
July 22	TWO OF A KIND Edmond O'Brien Lizabeth Scott D—75 min. (Rev. 6/18/51)	TERESA Pier Angeli John Ericson D—103 min. (Rev. 3/6/51)	(Allied Artists) DISC JOCKEY Ginny Simms Michael O'Shea M			HIS KIND OF WOMAN Jane Russell Robert Mitchum D	TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	PARDON MY FRENCH Merle Oberon Paul Henreid C—81 min.		COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C—77 min. (Rev. 6/18/51)		
July 29	BONANZA TOWN Charles Starrett Smiley Burnette O	RICH, YOUNG AND PRETTY (Color) Jane Powell Vic Oamone M—95 min.	LET'S GO NAVY Bowery Boys C (5113)			(Walt Disney) ALICE IN WONDERLAND (Color) Cartoon Feature		CLOUDBURST Robert Preston Elizabeth Sellars D			ON MOONLIGHT BAY (Color) Doris Day Gordon MacRae M (029)	
May 31	MASK OF THE AVENGER (Color) John Derek Anthony Quinn D—83 min.											

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama.
(M) Musical; (C) Comedy; (O) Outdoor Action. Production Numbers Are in Parentheses.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 124 NEW YORK, U. S. A., WEDNESDAY, JUNE 27, 1951 TEN CENTS

$67-Million For Building Here in 6 Yrs.

69 New Houses Built Since World War II

The New York exchange area in the past six years benefited by $67,100,000 in new film theatre construction, reconstruction and renovations.

Since World War II, exhibitors in the New York area have built 31 new theatres and 38 new drive-ins, for a total cost of $17,100,750.

Major circuit executives and independent operators estimate an expenditure of more than $50,000,000 was made on the 700 theaters of the exchange area for major structural changes and renovations since 1945.

Using the conservative estimate of $350 per seat building cost as a gauge,

(*Continued on page 5*)

Proxy Details UPT Merger

Details of the proposed merger of United Paramount Theatres and American Broadcasting including balance sheets of the two companies and a *pro forma* consolidated balance sheet of the resulting company, were mailed yesterday to UPT stockholders. A special meeting for stockholders' action on the merger will be held here on July 27 at the Hotel Astor.

Stockholders of ABC will meet on

(*Continued on page 5*)

Colosseum's NLRB Tilt Moves to N.Y.

The National Labor Relations Board has transferred from Chicago to New York its file on the unfair labor practice charges placed against eight distributors by the Colosseum of Motion Picture Salesmen of America when new contract negotiations with the distributors collapsed several weeks ago, it was learned yesterday.

A NLRB hearing of the charges is expected to be held here before the weekend.

Files First Trust Suit Against Griffith Since U. S. Supreme Court Decision

Oklahoma City, June 26.—In the first suit for monetary damages filed against the Griffith Amusement Co. since the United States Supreme Court decision last year ordering the Griffith circuit to dissolve its anti-trust combinations, Duffy Theatres, Inc., has filed a $114,000 Federal court action against Griffith Consolidated Theatres, Inc., alleging monopolistic practices, which are said to have forced two Duffy theatres out of business prior to the Supreme Court decision.

Duffy Theatres no longer exists, its license having been cancelled by the Oklahoma Tax Commission for non-payment of corporation license fees. Its petition states that it owned and operated the Rialto and Temple theatres in Mangum, Oklahoma when Griffith opened a theatre there.

Kerman Heads New Firm; 16 Features in First Year

The organization of a new, nationwide independent production-distribution company, already fully financed, was disclosed here yesterday by Moe Kerman, veteran in the independent field, who is president of the new firm.



Moe Kerman

The company will be known as Mutual Films Corp., the counterpart, namewise only, of one of the very first big-time distributing companies in the formative days of this industry.

Other officers are: Joseph J. Felder, vice-president in charge of distri-

(*Continued on page 4*)

Worldwide Increase In Film Theatres Exceeds 8 Per cent

WASHINGTON, June 26.—The outlook for future foreign distribution of U.S. films "appears more favorable than it has been during the past several years," Commerce Department film chief Nathan D. Golden declared today.

He made the statement in releasing a Commerce Department report estimating that there were 99,617 motion picture theatres in operation throughout the world on Jan. 1, 1951—an 8.3 per cent increase over the 91,609 theatres esti-

(*Continued on page 5*)

Three Percentage Actions Settled

PITTSBURGH, June 26.—Three percentage actions brought by distributors in Federal Court here involving the Orpheum Theatre in Clarion, Pa. have each been concluded upon the filing of a stipulation signed by attorneys for both sides to the effect that the defendants having accounted and paid in full to each plaintiff the amount found to be due on the matters set forth in the respective complaints, each suit can be dismissed as settled. The actions had been filed by Paramount, RKO and 20th Century-Fox against the executors of the estate of Lewis Hepinger, deceased.

On the same day and in the same court, Paramount, RKO and Loew's

(*Continued on page 5*)

Sues Majors, B.&K. For $1,980,000

CHICAGO, June 26.—A suit has been filed by the Alamo Theatre Co. and the Vogue Amusement Co. against Columbia Pictures Corp., Paramount Pictures Corp., RKO Distributing Corp., 20th Century-Fox Film Co., Warner Brothers Pictures, and Balaban and Katz Theatres in Federal District Court here.

Triple damages of $1,980,000 are being sought for alleged losses of revenue from July, 1933, to Dec. 31, 1947, purportedly caused by the Alamo Theatre not being allowed to play pictures before "C" week, nine weeks after the pictures concluded their Loop runs.

The theatre was run during this

(*Continued on page 4*)

M-G-M Again Prepared to Sell 6 to UA

Youngstein, Having Seen Films, Will Make Report

Negotiations, originally launched late last winter whereby M-G-M would sell six of its completed and unreleased productions to United Artists, have been reactivated.

Max E. Youngstein, vice-president and advertising director of UA is back from a Coast trip made expressly to view the films and report his recommendations to his company.

M-G-M's purpose in what would be a move unprecedented in its history is predicated on a crowded release schedule and reputed difficulties in fitting all the available product into its release schedule, especially in the light

(*Continued on page 4*)

Williams Is Reelected

BILOXI, Miss., June 26.—T. E. Williams of Clarksdale was reelected president of the Mississippi Theatre Owners Association and A. L. Royal of Meridian was reelected secretary-treasurer at the organization's annual convention at the Buena Vista Hotel.

The exhibitors voted to go on record as opposed to the Congressional proposal to exempt benefit and non-profit shows from the Federal

(*Continued on page 4*)

Second 'Exclusive' Telecast Tonight

Eleven theatres in eight cities will carry the second exclusive telecast of a major boxing event tonight when the Jake La Motta-Bob Murphy bout, scheduled for the Yankee Stadium here, will be piped to Albany, Baltimore, Chicago, Cleveland, Philadelphia, Pittsburgh, Richmond and Washington. As with the Louis-Savold fight, home television sets will not receive the telecast and theatres in the New York area are barred from participation.

Personal Mention

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Cincinnati.

•

DR. HERBERT T. KALMUS, president and general manager of Technicolor, was one of the six recipients of an honorary degree from Northeastern University in Boston at the annual commencement. He received an honorary degree of doctor of engineering.

•

BELLE MEYER, former secretary to SAM L. SEIDELMAN, foreign sales manager of Eagle Lion Films, Inc., is now with Monogram International Corp., as secretary to Norton V. Ritchey, president.

•

BERNARD G. KRANZE, executive assistant to WILLIAM J. HEINEMAN, United Artists sales vice-president, is back in New York from a tour of Boston, Buffalo and Cleveland branches.

•

PETER MYERS, recently appointed Canadian district manager of 20th Century-Fox Film Corp., was in Hollywood for some days from Toronto.

•

GENE KESTENBAUM, son of S. S. KESTENBAUM, manager of the Jerome Theatre here, will be married to MARIAN KNOX on Sunday at the Burnside Manor, Bronx.

•

A. F. BALDWIN, export manager for National Theatre supply, has left here for Oslo, Norway, on the first leg of a European tour.

•

JEAN LOUTREL, director, and MRS. LOUTREL will arrive here from Europe aboard the S.S. *Queen Mary* today.

Four Para. Stars At 'Peking' Opening

SAN FRANCISCO, June 26.—Joseph Cotten, Corinne Calvet, Edmund Gwenn and Marvin Miller, stars of the Hal Wallis - Paramount film, "Peking Express," will make a personal appearance Thursday at the Paramount Theatre here in conjunction with the world premiere of the picture.

The four will present on stage a specially written act which they have been rehearsing at the studio for the past two weeks under the direction of Hal Walker.

A special luncheon is scheduled tomorrow at the Fairmont Hotel to introduce the four.

Puciato, Kingsley Elected at Realart

Carroll Puciato has been elected a vice-president and Frances Kingsley assistant secretary and assistant treasurer by the board of directors of Realart Pictures.

Reelected were Jack Broder, board chairman and president; Budd Rogers, vice-president, and Simon Lipson, secretary-treasurer.

Equipment Users Get Allotments

Washington, June 26.—Most allotments of steel, aluminum and copper under the Controlled Materials Plan have already gone out to small film industry users, and allotments for large film industry users will be in the mail in the next week or 10 days, according to the National Production Authority's film branch. The allotments, for third-quarter use, go to firms making theatre seats, projectors, screens, and most other types of theatre and film equipment.

Industry Lawyers Fete Timberlake

Members of the legal departments of several film companies in New York and other friends honored E. Compton Timberlake, member of the legal department of RKO, with a luncheon at the Harvard Club here yesterday, prior to his resignation from RKO to take up new duties with Dupont on July 5.

Present at the luncheon were, from: RKO, J. Miller Walker, Ralstone Irvine, Harry Pimstein, Robert J. Dunne, Peter F. Pugliese, Frank E. Rosenfelt, Joseph J. Laub, Edwin Meyer and Morton Siegal; from Loew's: C. Stanley Thompson, Benjamin Melniker, Joseph Macchia and George Sharf; from Paramount: Louis Phillips, Samuel Beverman, Thomas P. Gibbons and Leonard Kaufman; from 20th Century-Fox: John F. Caskey and H. Blackmer Johnson; from Universal: Adolph Shimel and Saul Friedberg; from Warner: Robert W. Perkins, Howard Levinson, Morris Ruffman and Harold Berkowitz; from Columbia: Irving Moross; from the MPAA: Sidney Schreiber; and from Sargoy and Stein: Edward A. Sargoy, Joseph L. Stein, Hyman H. Frank and Harold Harris.

Lessing Confers Here On Release of 'Alice'

Gunther R. Lessing, vice-president and general counsel of Walt Disney Productions, arrived here yesterday from the Coast to discuss the distribution of the Disney Technicolor production, "Alice in Wonderland." The picture will open at the Criterion here on Aug. 1.

A second version of the Lewis Carroll story, produced by Lou Bunin in France and using puppet figures, is scheduled to open at the Mayfair here on July 26.

Award to Pete Smith

LOS ANGELES, June 26.—The National Safety Council will make its third award to M-G-M's Pete Smith for his contribution to the cause of safety tomorrow at the Biltmore Hotel here.

Silverstone Holds 20th-Fox Meeting

Latest in a series of regional meetings being held by Arthur Silverstone, Eastern and Canadian sales manager for 20th Century-Fox, throughout his sales territory, was concluded yesterday at the Hotel Astor with Martin Moskowitz' Empire State division.

With branch managers and salesmen of the New York, Buffalo and Albany exchanges present, all of the highlights of the recent company convention in Los Angeles were recapitulated with division manager Moskowitz leading the discussions centering about the policies of exhibitor cooperation to merchandise pictures to the public.

Tape recordings of many of the important speeches made at the convention were heard by the division personnel, with discussions on the various points following the recordings.

W. C. Gehring, assistant general sales manager, addressed the group on the distribution policies arrived at during the national sales meet.

Attending the meeting were Joe St. Clair, assistant to Moskowitz; Abe Dickstein, New York branch manager; Charles Kosco, Buffalo branch manager; Dan Houlihan, Albany branch manager; Alex Arnswalter, assistant New York branch manager; William Cohen, New York office manager; New York salesman Mike Nuzzola, Jim Victory, Abe Blumstein, Moe Kurtz and Larry Brown; Albany salesman Cy Feld and Fred Sliter; Buffalo salesman Bill Rowell, Bill Graham and Emmie Dickman; Tom Feeney, of the New York Exchange, and exploitation representative Joe Lebworth.

Long 'Caruso' Run Jams Up Bookings

Paramount's "A Place in the Sun" is seeking a place to play in New York because Radio City Music Hall's schedule looks as if the film will not get an opening date there for two months, at least, and perhaps more. The Hall's playing time is jammed beyond expectation by the phenomenal run of "The Great Caruso," which is expected to go a ninth week whereas original forecasts gave it three or four weeks.

The success of this attraction now finds estimates of the impending run of "Show Boat" at the Hall being revised upward, and the anticipation now is that it will run as long as "The Great Caruso." This confronted Paramount with a problem on national release of "A Place in the Sun." Rather than face delay, it is understood the company has asked the Hall to relinquish the attraction.

Tors to Film Here

Here from Hollywood, Ivan Tors, head of Summit Productions, reported yesterday that he will shoot his next picture, "I Was a Stranger," entirely in New York. The company's first, "Storm Over Tibet," was completed recently on the Coast.

Newsreel Parade

THE new peace offer and President Truman's statement on general conditions are current newsreel highlights. Other items include the launching of the S.S. United States, *sports and beauty contests. Complete contents follow:*

MOVIETONE NEWS, No. 52—Malik makes peace bid, President Truman responds in speech. Launching of the *S.S. United States* at Newport News, Va. "Miss Press Photographer." A. A. U. track and field championships.

NEWS OF THE DAY, No. 286—Peace in Korea: Kremlin makes peace bid; President Truman responds in Tennessee address. Fighting continues on the Korean front. Biggest liner for U. S. launched. National title meet.

PARAMOUNT NEWS, No. 89—Superliner *S.S. United States* takes to water. Art in bloom: Italy's flower festival. Miami Beach: "Aquanuts" prove their prowess. Truman defends U. S. foreign policy. Call for peace talks.

TELENEWS DIGEST, No. 26-A—Korean peace: First rumblings of peace heard. Malik's proposal. UN prepares negotiation machinery. South Korea presents its views on Korean settlement. Truman says U. S. is ready to talk peace.

UNIVERSAL NEWS, No. 468—Red peace bid. Truman leaves door open for Korea truce talks. *S.S. United States* launched. Korean war heroes honored. Kindergarten graduation. Rodeo in Salinas, Calif.

WARNER PATHE NEWS, No. 91—Malik asks Korea peace. President Truman talk. UN troops press on in Korea. *S.S. United States* launched. Kids to try channel swim. Miami aquacade. Paris: international championships. Motorcycling.

Senate Tax Sessions Will Start Today

WASHINGTON, June 26.—The Senate Finance Committee will begin its work on the House-approved tax bill tomorrow, with odds against the committee reporting a bill before mid-August.

Despite pressure from the Administration for quick action, Chairman George (D., Ga) and his colleagues plan lengthy hearings and executive session deliberations.

Lopert Film at the World

"Women Without Names," starring Simone Simon, Francoise Rosay and Valentina Cortesa, will have its American premiere at the World Theatre in August, following the run of "Bitter Rice," Lopert Films reported here yesterday. A multi-lingual film, "Women Without Names" was filmed at the Cinecitta Studios near Rome. I. E. Lopert produced the film, which was directed by Geza Radvanyi.

MPAA TV Unit Meets

The television committee of the Motion Picture Association of America met here yesterday for further discussion of plans for the Sept. 17 frequency allocation hearings before the Federal Communications Commission. MPAA executive Edward Cheyfitz came from Washington for the meeting which was attended by Leopold Friedman, Ralph Cohn, Theodore Black, Edward Morey, Paul Raibourn, Samuel Schneider and Earl Sponable.

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M-G-M's

"SHOW BOAT"

NEW and TECHNICOLOR, too!



POEM FOR SHOWMEN

For easy sailing, please take note
Of Leo's Hits! "Don't miss the boat!"
"The Great Caruso's"* noble voice
Makes M-G-M the nation's choice,
There's "Go For Broke!", "Excuse My Dust"*
"Rich, Young and Pretty"* is a must
The asterisks* convey to you
Those films with Technicolor, too!
You need the best at summertime
So here are more (without a rhyme):

"Strictly Dishonorable," "The People Against O'Hara," "The Law and the Lady," "Teresa," "The Tall Target," "The Strip," "Angels in the Outfield"—and "An American in Paris," "Pandora and the Flying Dutchman"* (both Fall releases), etc.*

★

P.S.
And let us not forget this Fall
"QUO VADIS" comes to top them all!

Kerman

(Continued from page 1)

bution; Jack Dietz, executive vice-president, and Hal Chester of Hollywood, vice-president in charge of production.

The first year's program will consist of 16 productions, the stories for all of which have been set. Production will start immediately upon the return to the Coast shortly of producers Dietz and Chester. "The new company is entirely financed" it was stated.

Titles of the first year's program of 16 follow: "Expedition Space," "The Man from Nowhere," "The Monster from Beneath the Sea," "Virgin Island Mutiny," "Rim Rock," "Ceiling Sixty," "The Frozen Planet," "Time Trap," "War Dance," "Submarine X-100," "Crime Unlimited," "The Prison Story," "Return of the Lost Patrol," "Mad Dog," "Are These Our Children" and "Captain Hurricane."

Bromberg Refuses To Talk Politics

WASHINGTON, June 26.—Actor J. Edward Bromberg refused to answer questions of the House Un-American Activities Committee today concerning present or past political beliefs and affiliations.

Bromberg had been identified by previous witnesses as a one-time Communist Party member.

Committee officials said that today's hearings may have wound up the Washington phase of the Committee's Communism-in-Hollywood hearing.

MGM Set to Sell 6 to UA

(Continued from page 1)

of the strength shown by such attractions as "The Great Caruso."

UA's need for strong shows at this juncture is on the open record. One of the phases of interest from the seller's viewpoint hinges on terms which call for cash which would be transferable between now and August 31 when Loew's fiscal year ends and thus would reflect itself on the earnings statement for the 1950-51 period.

The attractions figuring in the negotiations are reported to include:

"Kind Lady," with Ethel Barrymore and Maurice Evans.

"The Strip" with Mickey Rooney and Sally Forrest.

"Rain, Rain Go Away" with Nancy Davis and James Whitmore.

"Home Town Story" with Donald Crisp and Marjorie Reynolds.

"Bannerline" with Sally Forrest and Keefe Brasselle.

"Tall Target" with Dick Powell and Paula Raymond.

The deal reminds of the one made several years ago by Gradwell L. Sears, then president of UA, and Barney Balaban, president of Paramount, under which a number of pictures were sold outright by Paramount.

Interrogate Mulvey

Attorneys for United Detroit Theatres and the Cooperative Circuit of Detroit yesterday began taking a deposition here from James A. Mulvey, president of Samuel Goldwyn Productions, in relation to the suit brought against the circuits by the Society of Independent Motion Picture Producers.

Expand Relay Use For Theatre Video

WASHINGTON, June 26.—The Federal Communications Commission has authorized further use of phone company relay facilities for theatre telecasts.

One authorization permits Bell Telephone of Philadelphia to send programs to the Stanley Theatre from June 26 to July 26. A second grant authorizes the Chesapeake and Potomac Telephone Co. of Baltimore to relay programs from June 26 until Sept. 26 to any two of the following six Baltimore theatres: Century, Harlem, Metropolitan, Regent, Royalty and New Albert.

Sopeg Declines to Run in Loew's Vote

Screen Office and Professional Employes Guild (DPOWA-District No. 65) has informed the National Labor Relations Board here that it "does not wish to appear on the ballot" in the election tomorrow to determine the future collective bargaining agent for the "white collar" workers at Loew's New York exchange, an NLRB spokesman revealed.

As a result, it appeared yesterday that the contest would be between only the IATSE Motion Picture Home Office Employes Local No. H-63 and "no union." The "IA" local has been striving to unseat SOPEG at the exchange. The former was upheld recently by an NLRB ruling which declared invalid the SOPEG contract covering Loew's exchange workers.

It has been indicated that the "IA" local soon will challenge the validity of SOPEG contracts covering the 20th Century-Fox, RKO Pictures, Columbia and Loew's home offices and the 20th-Fox New York exchange, since the "technical flaw" that was found in the Loew's exchange pact is claimed by H-63 to exist in the other contracts as well. The pacts are due to expire in October.

$1,980,000 Suit

(Continued from page 1)

period by the Alamo Theatre Co.; the Vogue Amusement Co. was the landlord and leased the theatre to the Alamo Theatre Co. on a percentage basis during part of the period involved. Owners of both companies were Arthur F. Sass, Mae A. Lynch, Verne R. Langdon, and William J. Mueller, since deceased. Thomas C. McConnell is the attorney for the plaintiffs.

Williams Elected

(Continued from page 1)

amusement tax, it was announced.

Gael Sullivan, Theatre Owners of America executive director, was the principal speaker at the convention luncheon today. Other speakers at the convention included Leon Bamberger, RKO Pictures exhibitor relations director, and Mike Simon of M-G-M.

NEWS in Brief . . .

Paul Dullzell, executive secretary emeritus of Actors Equity, has resigned as president of the Associated Actors and Artistes of America. The "Four-A's" has supported considerable internal strife in recent months.

Screen Actors Guild, which has engaged in that strife as the jurisdictional opponent of Television Authority, yesterday referred to Dullzell's resignation as a consequence of the exercise of "power politics."

•

Bernard Estes, industry publicist, will handle the Motion Picture Pioneers annual dinner publicity, it was announced yesterday by Jack Cohn, president of the Pioneers.

•

E. K. O'Shea, Paramount Film Distributing Corp. vice-president, and Jerry Pickman, advertising-publicity director, will return here tomorrow from meetings in Los Angeles and Chicago in connection with the "Schwalberg Salute" sales drive. Further meetings will be held here with Hugh Owen, Eastern and Southern sales manager, and Howard Minsky, Mid-Eastern sales manager.

•

ALBANY, N. Y., June 26.—Transfer of Warner Theatres' upstate accounting and bookkeeping department to New Haven on July 15 and the elimination of 10 local employes were announced by Charles A. Smakwitz, zone manager. He said the action, directed by Harry Kalmine, general manager, was for efficiency.

•

A dinner in honor of Victor Herbert and commemorating the first discussion 37 years ago which led to the formation of ASCAP will be held here tonight at Luchow's Restaurant. Also celebrated will be the birthdays of the Society's two surviving co-founders, John Golden and Raymond Hubbell.

•

Martin Hodge, Jr., 48, head of home office branch accounting for Paramount, died Monday night, at St. Mary's Hospital in Hoboken, Funeral services will be held at St. Catherine's Church tomorrow.

He is survived by the widow, Marjorie, two sons, Martin III and Peter, his parents and two brothers.

Hodge joined Paramount in 1925, starting in the theatre accounting department. For the past 12 years he supervised the branch office accounting department.

•

BOSTON, June 26. — William H. Doyle, 47, owner and managing director of the Broadway South Boston, died tonight. Besides the widow, nine children, his father, his priest brother, Rev. James H. D. Doyle, pastor of St. Patrick's Church of Boston, he leaves two sisters. Funeral services will be held Friday at Sacred Heart Church, Newton, Mass. Interment will be in Mount Calvary Cemetery in Roslindale, Mass.

HOW'S THE FAMILY?

This one's simply great. They're the unforgettable, heart-warming people every family will love in...



When I Grow Up

The picture that has all that delighted you in "Tom Sawyer" and "Huckleberry Finn"—and more!

thru UA

FILMS WANTED

West coast Television Distributor is interested in buying outright or on a percentage basis foreign feature films, adventure films and Children's entertainment films for Television.

Box 459, Motion Picture Daily
1270 Sixth Ave., New York 20

UPT Merger

(*Continued from page* 1)

the same day for similar action, it was revealed in the proxy statement, which was signed by Robert H. O'Brien, UPT secretary-treasurer.

As previously reported, the merger is to be accomplished by the conversion of ABC common stock into five per cent preferred and common stock in the resulting company, to be known as American Broadcasting-Paramount Theatres, Inc. This will require the issuance of 608,047 preferred shares and 666,717 common shares with a value of almost $25,000,000.

Once the stockholders of both companies have approved the merger, the plan will come before the Federal Communications Commission for action. No steps to obtain approval of the Department of Justice, which may be interested as UPT is in the process of complying with a consent decree, are mentioned in the proxy statement.

However, discretionary authority to declare the merger agreement void is vested in the directors of either UPT or ABC if, on or after June 1, 1953, the merger has not been approved by the stockholders, or the FCC or other governmental agencies have not approved, or if a court having jurisdiction should restrain the merger.

In explaining the stock conversion to the stockholders, the UPT proxy statement points out that, while ABC has never paid a dividend, ABC's "real value" is in the "bright prospects of future development of television." With television stations in five of the six greatest markets in the nation, ABC may be reasonably expected to earn an amount which makes the exchange a fair and equitable one for UPT stockholders, the statement said.

According to the *pro forma* balance, the aggregate funded debt of the new company will be approximately $55,300,000, but it is planned to reduce this to about $48,200,000 by the first of next week by the payment of outstanding notes. Current assets of the new company would total $46,316,697 as of March 31, 1951, according to the *pro forma* statement.



Global Boost in Theatres

(*Continued from page* 1)

mated to have been in operation Jan. 1, 1949.

Seating capacity, according to the report, increased about 9.7 per cent during the two years—from 49,119,691 at the start of 1949 to 54,107,150 at the beginning of this year.

Golden said part of the increases represented revisions in the earlier figures brought about by more accurate data, but that a large part represented new construction, with Italy and Canada in particular experiencing theatre building booms during the period. Moreover, he stated, the totals do not include possible gains in the Soviet Union and certain Iron Curtain areas, where no accurate current data is available.

The Commerce report said that on a playing-time basis, 74 per cent of all feature films shown in the world's theatres were U. S.-made, and Golden added that reports from abroad show that box-office popularity of U. S. films "has never been greater."

"The outlook for the future with regard to foreign distribution of our films appears more favorable than it has been during the past several years," he declared. "This favorable outlook for U.S. films abroad, and the increased film remittances which our companies are receiving from all foreign sources, comes at a time when it is most needed, due to the depressed receipts in the U.S. during the last 18 months."

Foreign Competition

While competition from foreign films has been increasing in recent years, Golden said, "the U.S. industry does not become disturbed by this competition as long as it is based on the quality of the films and not upon legislative control of the foreign film market."

To show the importance of the foreign markets and the need for accurate theatre data, Golden cited trade reports that about 38 per cent of total film profits come from foreign showings and that about $100,000,000 annually is remitted to the U.S. in rentals earned abroad. Moreover, he declared, U.S. films, reflecting the American way of life, are "considered of great assistance in our efforts to achieve a world of peace and prosperity."

Theatres in U. S.

The number of theatres in the U.S. at the beginning of this year were put at 19,797 indoor theatres, a 13.8 per cent increase over the 19,323 theatres estimated two years earlier. An additional 3,323 drive-ins were reported operating here at the beginning of this year, compared with a January 1, 1949 figure of 983. Seating capacity for the indoor theatres was put at 12,384,150 as against 11,722,616, while the drive-in capacity, figured on a flat 700 per theatre average, was put at 2,300,000 this year as against 688,000 in 1949.

WB Outing Today

About 1,200 members of the Warner Club and their guests will sail aboard the *S.S. Meseck* today to Bear Mountain for a full day's outing. The boat ride is an annual affair of Warner Brothers employes in New York.

Using 'Big' Singles To Boost Business

Akron, O., June 26.—Akron exhibitors are going to try to win back some of their former fans by playing big pictures on a single bill with selected shorts. Double bills consisting of two long features are not only costly to the exhibitors but distasteful to patrons, in their opinion. So, regardless of competitive situations, those who favor this plan, will put it into effect with pictures which they think can stand on their own merit. Andrew Martin, owner of the Royal and Dayton theatres, president of the Akron Theatre Owners and Managers Association is a leader in this experiment.

Percentage Actions

(*Continued from page* 1)

each filed separate percentage suits against Charles Argentine and James Morosco doing business as the Keith Amusement Co. The complaints allege under-reporting of receipts on percentage pictures exhibited at the Keith Theatre in Burgettstown, Pa.

Counsel for Distributors

Reed, Smith, Shaw and McClay, of Pittsburgh represented the distributors with Sargoy and Stein of counsel.

Building

(*Continued from page* 1)

the new theatres resulted in a building expenditure of $9,500,750. The new drive-ins represent an additional expenditure of $7,600,000.

These figures are a result of a survey conducted by the Motion Picture Theatre Owners of Greater New York.

The more than $17,000,000 spent by exhibitors on new theatres does not take into account the cost of the real estate on which these theatres stand.

Although approximately 55 theatres, with a seating capacity of about 50,000, closed during the period since 1945, the new theatres and drive-ins increased the seating capacity of the New York exchange area by 93,676, for a total seating capacity gain of at least 43,000 seats. This figure is arrived at by using an average of three passengers to an automobile at a drive-in.

Industry 'Thriving'

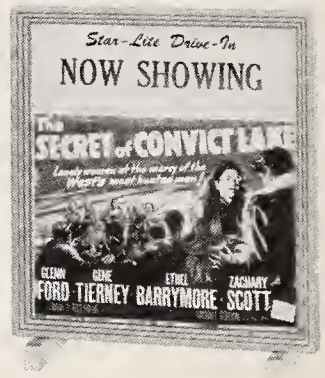
"The actual facts and figures developed by our survey," reports one circuit executive, "give a very different picture of the motion picture theatre industry in this area than might be gathered from the frequent quips and wisecracks and half-truths about the movies. The fact is that while motion picture theatre attendance is temporarily in a slump to about the same extent that most other retail businesses are suffering, the motion picture theatre is still a thriving and expanding industry, keeping pace with other businesses that aim to serve the growing communities in and around New York.



THE NEW BUSINESS GETTER!

FRAMED Displayaways





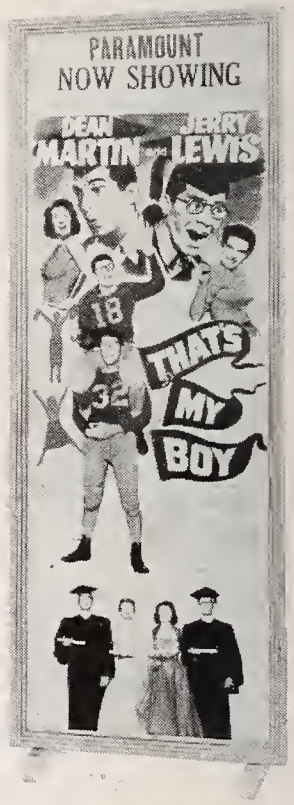
This is SHOWMANSHIP!

The brand-new patron-pulling service . . . that provides colorful, eye-appealing advertising . . . handsomely mounted in *footed,* silver-colored frames . . . for placement in *merchants' windows* . . . on *store counters* . . . in *hotels* . . . *terminals* . . . and every heavily-trafficked spot . . . where this eye-filling *Showmanship package* can TELL and SELL the *big* story about your *great* ATTRACTIONS!

It's the Showman's newest, most popular Box-Office BOOSTER . . . available from your NSS salesman or local NSS exchange.



STANDEES In Your Lobby . . . or Foyer . . . or out in Front . . . add that *extra* SELL to your attractions...that gets *extra* CASH at the Box Office . . . They're the colorful, cut-out, *patron-pulling* DISPLAYS . . . that stand out anywhere...on beautiful *fluorescent-lighted bases* . . . that add to the SOCK and bring out the COLOR! Ask your NSS Salesman!





NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 125 NEW YORK, U. S. A., THURSDAY, JUNE 28, 1951 TEN CENTS

SIMPP Urges Subscription TV Licensing

To Press FCC for Action; Ellis Arnall Reelected

HOLLYWOOD, June 27.—The Society of Independent Motion Picture Producers today broke officially with general industry policy against "pay-as-you-look" television systems when the organization, at its annual meeting here, adopted a resolution favoring the early approval of the use of television for this purpose.

The lengthy resolution reads, in part, "Whereas the motion picture market should ever be expanded, without artificial limitation or restriction . . . it is resolved that the FCC be urged to speedily license worthy systems of subscription television so as to afford the public a more abundant opportunity to enjoy the quality of

(*Continued on page 5*)

Revised U. K. Tax Plan Due Today; Victory for Films

LONDON, June 27.—British exhibitors have won a major victory in their fight for tax concessions, a study of the revised proposals which Cancellor of the Exchequer Hugh Gaitskell will present tomorrow to the House of Commons reveals.

The revisions represent a personal triumph for C. E. Mears, president of

(*Continued on page 5*)

Tax Collections Are Down Again

Washington, June 27.—General admission tax collections in May, reflecting April box-office business, were well below those for May, 1950, the third successive month that 1951 collections have fallen behind 1950 levels.

This was reported today by the Bureau of Internal Revenue which said that May collections this year amounted to $28,686,692, compared with $30,227,056 in May of last year.

Goldenson Plans TV Talent Hunt, Winners to Theatres

CHICAGO, June 27.—A preview of the ultimate "marriage" of motion picture theatres and television was given here today by Leonard Goldenson, president of United Paramount Theatres which plans to merge with the ABC radio and television network.

Goldenson is said to be planning a nationwide talent hunt, with the final stages of the contest to be conducted on television. The winners would be booked to play UPT theatre engagements, with the houses capitalizing on the video buildup, it was said.

The UPT president, here from New York to confer with Great States and Balaban and Katz executives, is also looking to television as a means of bringing home set viewers back into theatres. He plans to map out a comprehensive campaign revolving around the use of trailers and brief segments of current pictures.

Whether the video program would

(*Continued on page 2*)

Line Up Third TV 'Exclusive'

The Rex Layne-Rocky Marciano heavyweight bout, scheduled for July 12 at Madison Square Garden, will be the next major boxing event to be carried exclusively by theatre television, it was disclosed here yesterday by Nathan Halpern, of Theatre Network Television, and James D. Norris, president of the International Boxing Club. The 11 theatres in eight cities which carried last night's telecast of the La Motta-Murphy bout are again expected to participate, with additions if equipment installations and cable facilities permit.

$750,000 Ad Drive For Two RKO Films

Jerry Wald and Norman Krasna have apportioned $750,000 for advertising-exploitation-publicity campaigns for "The Blue Veil" and "Behave Yourself!", RKO Radio revealed here yesterday.

The producers' decision to put on an all-out campaign followed screenings for representatives of Foote, Cone and Belding and the RKO ad-publicity department. The campaign, which will begin immediately, will embrace all media, according to RKO.

(*Continued on page 5*)

B'way Association To Honor Warners

The Broadway Association will honor the men who 25 years ago presented commercially successful talking pictures, Harry M., Jack L., Albert and the late Sam Warner, by unveiling a special commemorative plaque on Tuesday evening, July 3, at the opening of the new Warner Theatre, formerly the Strand, at Broadway and 47th Street, New York. Robert K. Christenberry, president of the Association, will present the plaque at ceremonies marking the re-

(*Continued on page 5*)

Distributors to Reply to Colosseum Charges July 6

July 6 has been set by field examiner Howard Gamser of the National Labor Relations Board office here for the taking of testimony from the Distributors' Negotiating Committee in connection with the unfair labor practice charge filed by the Colosseum of Motion Picture Salesmen of America.

Gamser pointed out yesterday that the NLRB's Chicago office already has examined the Colosseum's charge. He added that only after the labor representatives of the eight dis-

(*Continued on page 5*)

New MGM Exchange; Hull in Charge

M-G-M will open its new Jacksonville branch on July 9 with Fred G. Hull, Jr., as manager, it was announced here yesterday by William F. Rodgers, sales vice-president. Robert Capp will be office manager and head booker of the office, which is being established to afford more efficient service to Florida exhibitors who had been serviced out of Atlanta.

Telecast of La Motta Bout Scores Again

Theatres Filled Hours Before Time of Fight

Virtually another sell-out was scored by the eleven theatres in eight cities which carried last night's exclusive telecast of the Jake La Motta-Bob Murphy light heavyweight fight, piped from New York's Yankee Stadium to theatre screens.

Reports from Pittsburgh, Philadelphia, Albany, Chicago, Washington, D. C., and Baltimore showed the box-office drawing power of exclusive theatre televising of major sports events.

With the exception of the District Theatres' Lincoln, in Washington, D. C., which caters to Negro patrons, and which reported the house two-

(*Continued on page 4*)

Film Organizations Move for Hearings On Tax Exemptions

WASHINGTON, June 27. — Senate Finance Committee officials said they had requests from "several" film industry organizations for an opportunity to be heard in opposition to the admission tax exemption for non-profit entertainments, but that they had not yet scheduled witnesses on excise tax matters.

Indications are that the hearings may run for six weeks or more. Chairman George (D., Ga.) today

(*Continued on page 5*)

Mayer Seen Ready In About 3 Weeks

Hollywood, June 27.—While the film colony literally seethed with rumors about his plans, Louis B. Mayer is maintaining a strict silence and standing by his statement that we will talk only when he has something to announce.

This will be in two or three weeks, according to informed sources.

Personal Mention

GAEL SULLIVAN, executive director of the Theatre Owners of America, will return to New York today from Mississippi.

•

LOUIS SEGAL, Monogram Pictures of Canada sales representative in British Columbia, is visiting Hollywood. He is due to return to his Vancouver office late this week.

•

JOSEPH A. WALSH, head of branch operations for Paramount here, will arrive in Des Moines today from Omaha on his current branch inspection tour.

•

JOAN BURIAN, secretary to GAEL SULLIVAN, executive director of the Theatre Owners of America, will begin a two-week vacation in Nantucket on Saturday.

•

PAUL CRANE, traffic manager of Loew's International, is celebrating his 29th anniversary with the organization.

•

M. N. WOLF, head of M-G-M's exhibitor relations department, will speak before the Youth Group at Washington on Sunday.

•

HERMAN M. LEVY, general counsel of the Theatre Owners of America, was in New York yesterday from New Haven.

•

M. L. SIMONS of M-G-M's exhibitor relations department, is due back here tomorrow from Biloxi, Miss.

•

WILLIAM WYLER, producer-director, has arrived here from the Coast.

•

GABE RUBIN, Pittsburgh exhibitor, is visiting here.

•

BOB ROBERTS, producer, will leave New York for Hollywood today.

Lopert May Release Films to Television

I. E. Lopert, president of Lopert Film Distributing Corp., said he may dispose of some importations to television in the fall. In an interview here yesterday, he made it clear, however, that those films will not be distributed theatrically.

Lopert will leave for London by plane today where he will discuss future product with Alexander Korda. Morris Helprin, president of Alexandra Korda here, will go to London with Lopert. Lopert will distribute four Korda pictures this year and 10 next. Lopert will be abroad for six weeks and also will visit Paris and Rome, for possible product deals.

He said that "Tales of Hoffman" has already grossed over $300,000 in film rentals. Lopert said he looks forward to having a sales force in 12 key cities in the fall.

Also present at the interview were Sid Deneau, Lopert sales vice-president and Leon Brandt, publicity head.

Friedlob Says Independents Must Aid Promotion

A highly essential factor in the progress of the independent producer today is his active participation with the distributor in the marketing of his product, in the opinion of Bert Friedlob, who has just completed "A Millionaire for Christy" for release through 20th Century-Fox.

Friedlob, here from Hollywood, told a trade press gathering at a 21 Club luncheon yesterday that the present position of the independent producer is highly favorable but it is more important than ever for the independent to closely scrutinize production expenditures, apparently referring to the more or less tight money situation for independents. He does not recommend that the producer stint on his budget—his "Millionaire" picture having cost "more than a million"—but he did urge expenditure with caution.

Friedlob believes that the independent should not produce "epics or comedies." His new picture is a comedy, admittedly produced with tongue-in-cheek, but now commended by 20th-Fox sales executives, including Al Lichtman. He said that Lichtman and 20th-Fox vice-president Charles Einfield have decided that "under no condition" will any of the company's sales force, either here or in the field, be shown "Millionaire" before it is "sneaked" or otherwise screened in a theatre with a regular audience. It will have its world premiere late in September.

Meanwhile, the producer, top members of the cast and even key craftsmen of the production staff will tour key cities for promotion purposes.

3 Depositions Set In Goldwyn Suit

SAN FRANCISCO, June 27.—Negotiations for three depositions to be taken in Samuel Goldwyn's anti-trust suit against Fox West Coast and 11 other companies and individuals have resulted in a tentative date being set for July 2, in the office of Joseph Alioto, Goldwyn's attorney in San Francisco. At that time it is planned to take depositions from Michael Naify, president of Golden State Theatres; Roy Cooper, film buyer of Golden State and R. A. McNeil, former president of Golden State (now in the real estate business and reportedly no longer connected with the company). Attorney Theodore J. Roche is representing Golden State.

Hersholt Reelected Relief Fund Head

HOLLYWOOD, June 27.—Jean Hersholt has been reelected president of the Motion Picture Relief Fund for the 15th consecutive term. All other incumbent officers were likewise reelected.

Hersholt disclosed at the organization's annual meeting here last night that the fund gave aid to 7,628 film workers during the past year.

Use Boats to Get Prints in Kansas

Kansas City, Mo., June 27.—Prints are being delivered with the use of boats in some locations in Kansas, either exhibitors' film delivery men using boats or exhibitors rowing to designated points to pick up prints.

There are towns, too, where patrons are boating for part of their way to the theatres. The floods in Kansas and Missouri which seemed subsiding a few days ago are increasing again.

There has been no report of any theatre lacking prints or having to forego a performance though water has gotten into the basements of a few theatres.

'Ace' Premiere Here Tonight Brings Stars

Acceptances to attend the premiere tonight at the Globe Theatre of Billy Wilder's "Ace in the Hole" have been received from actresses Paulette Goddard, Ella Raines and Joyce Matthews, and naturalist Ivan T. Sanderson, Paramount reports.

To Honor Newsman

A highlight of the evening will be the presentation to Hal Boyle, Associated Press writer and 1951 Pulitzer Prize winner, of the first annual award of the Newsdealers Association of Greater New York, as the "journalist whose stories have sold the most newspapers" during the year. William Richter, president of the newsdealers organization, will present to Boyle a scroll which cites his "thrilling and vivid reporting from the front lines of the Korean battlefield."

NTFC's Regular Quarterly Forum

The National Television Film Council held its regular quarterly forum at the Hotel Warwick here yesterday, with C. Edward Carrier, president of Hollywood Enterprises, and Ruby Pfeiffer, president of Kin-O-Lux, as the main luncheon speakers. Paul White, NTFC vice-president, presided.

The morning forum was devoted to television station operations, with David Savage presiding, and in the afternoon distribution and production forums were held, with Saul Turell and Larry Gordon, respectively, presiding.

MGM Buys 'Top Hand'

M-G-M has purchased "Top Hand," an original story about the rodeo circuits by Arthur Loew, Jr. It will be produced by Armand Deutsch.

Goldenson Plans

(*Continued from page* 1)

await the merger of UPT and ABC or would be launched over present facilities, which include B. and K.'s own television station here, was not disclosed.

'Reds' Made Some Advance in Films, Congressman Says

WASHINGTON, June 27.—Communist propaganda in film content "was successful to some extent, particularly during and immediately after the World War II years, when the Soviet Union was our ally," the House was told by Rep. Jackson (R. Calif.), a member of the House Un-American Activities Committee.

Jackson, in a long analysis of Communist penetration in Hollywood, emphasized that there is "no greater medium of information in the world today than moving pictures," and hence the Communist desire to influence films. He said the party had four aims in Hollywood: to gain well-known names for prestige purposes; to get financial support from "fabulously-paid" film industry workers; to gain control of the craft and guild unions and thus be put in a position to dictate to the industry leaders; and finally, to "plant Communist propaganda in motion pictures."

It was estimated, Jackson said, that during the height of Communist activity in Hollywood during the late 1930's and 1940's some 200 to 250 "name" personalities were recruited into the party. He said the prestige of great names was achieved and used for further recruiting. It is impossible to estimate how much money was given the party by industry workers in dues and pledges. The high point of union control came during the Conference of Studio Union strike, the lawmaker declared, but added that "it must be said in all justice and all fairness that the Communists were never successful except in very isolated cases in obtaining control of any of the craft or guild unions."

As for film content, Jackson noted that documentary films "offered an excellent medium for communist propaganda." He did not name any specific pictures which he felt contained such propaganda.

Cancer Fund Drive Started in Boston

BOSTON, June 27.—The opening of the 1951 "Jimmy Fund Drive" for the Boston Children's Cancer Research Foundation got under way here at a luncheon-meeting of leading New England theatre circuit heads and Boston exchange managers. The luncheon-meeting was sponsored by the Variety Club of New England, Tent No. 23. Martin J. Mullen, president of the Children's Cancer Research Foundation and New England Theatres has again accepted the co-chairmanship of the drive.

'Prince' Opens Tomorrow

DETROIT, June 27.—Universal-International's "The Prince Who Was A Thief" in Technicolor will have its world premiere at the Michigan Theatre here Friday with the Company's new stars Piper Laurie nad Tony Curtis making personal appearances and aiding in the advance promotion of the openings.

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ATLANTA
20th Century-Fox Screening Room
197 Walton St N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
264 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
208 S. Church St • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS Sterno Screening Room 3143 Olive St. • 1:00 P.M. • WASHINGTON Warner Theatre Building 13th & E. Sts. N.W. • 10:30 A.M.

La Motta Fight

(*Continued from page* 1)

thirds full one hour before fight time, all other reporting cities cited a sell-out with hundreds turned away from most of the eleven theatres, as occurred in the exclusive theatre TV showing of the Louis-Savold fight.

The total seating capacity of the eleven theatres runs to more than 27,000.

In New York, more than 20,000 fans were in their seats at the Yankee Stadium an hour before the main event got under way. Jim Norris, president of the International Boxing Club, said his advance sale amounted to more than $50,000.

Here is a rundown of field reports:

Philadelphia: Warner's Stanley Theatre sold out 3,000 seats 45 minutes after the box-office reopened at 7:30 P.M. for the special showing of the feature and the La Motta-Murphy fight. The box-office closed 15 minutes after the standing room had sold out. The theatre closed at 5:15 P.M. to clear the house. The price for admission was $1.25, 35 cents above the normal admission price. There was the biggest rush to enter the theatre in its history. Nathan Halpern, head of Theatre Network Television, Inc., was at the Stanley Theatre to view the fight.

Pittsburgh: Manager John D. Walsh of Shea's Fulton Theatre went to the reserved seat system for the La Motta-Murphy fight on television here last night. All seats were $1.50 and while the tremendous crowd that milled around for the Louis-Savold battle was missing, all 1,700 seats were taken to return a net of $1,955, after taxes were deducted.

Albany: The 3,660-seat Palace hung up an SRO sign at eight last night, two hours before the telecast of the La Motta-Murphy bout was to start. Management adopted a policy of discontinuing the sale of seats at three o'clock, closing after the final afternoon show and reopening at six. At that time, there were lineups extending in both directions from the box office. Manager Alex Sayles said that people began gathering at 4:30, estimating 1,500 were inside by 6:30.

Many men in shirt sleeves purchased tickets; also a goodly number of women. However, there did not appear to be as large a group of young men with their girls as was the case for the Louis-Savold telecast.

Adult admission remained at 74 cents. Price for children under 12 was increased from 25 to 50 cents. Sam Rosen, vice-president of Fabian Theatres, Max Yellen and Bob Murphy of the Buffalo circuit, were reported in town to view the telecast.

Chicago: Balaban and Katz's down town State Lake Theatre sold out last night for the La Motta-Murphy fight by 7:00 P.M., two hours before the start of the telecast.

The south side Tivoli filled about an hour later with a much larger percentage of whites in the audience than there was there for the Louis-Savold fight. Both theatres charged their usual evening prices, 98 cents including tax at the State Lake and 74 cents including tax at the Tivoli.

At the State Lake a second showing of the fight at 10:30 P.M. to accommodate part of the mob who were unable to get in for the first showing had been announced over the loudspeaker system outside the theatre. The State Lake uses the Dumont film storage system; the Tivoli has an RCA direct view installation and was unable to show the fight the second time.

Just as on the night of Louis-Savold fight, other down town theatres got a big increase of business as a result of the overflow from the State Lake.

One interesting side light was that quite a few people presented State Lake tickets at other B. and K. Loop houses instead of getting their money back at the State Lake. Many people said that they planned to return to the State Lake for the second showing of the fight after attending another Loop theatre.

Washington: RKO Keith's sold out one hour before fight time with what seemed to be largely a predominate sports fan audience. The Districts' Lincoln, a Negro House, was two-thirds full about nine P.M.

RKO Keith's followed the same policy for the fight as for the Louis-Savold bout—continuous showing at regular evening prices. The theatre, however, held over the tennis film, "Hard, Fast and Beautiful," which ordinarily would have ended Monday night, to give an "all-sports" flavor to the program.

The Lincoln, which for the Louis-Savold fight followed a continuous showing policy, cleared the house about eight—after the six o'clock show—and reopened again about 8:15 for the fight. As with the previous fight, it boosted its price from the regular 50 cents evening admission to 74 cents, the price charged by Keith's. It junked its feature for the fight, and instead showed with the fight a 60-minute program of newsreels, cartoons and sports shorts.

Baltimore: Loew's Met and Century theatres were reported sold out.

The Century Theatre stopped selling tickets at 8:25 for seats. Sold standing room until nine o'clock after which over 500 persons were turned away. The regular 65 cents admission was charged. The Met, a Negro house, was also a complete sellout with crowds being turned away.

Other Theatres

The other theatres which carried the fight were Fabian's National in Richmond and RKO's Palace in Cleveland.

The International Boxing Club is still committed to further experimentation with theatre TV, and has slated its next major event, the Layne-Marciano fight, for theatre telecasts. The net from theatres for last night's fight remained at about $10,000, the minimum guarantee, but the figure is expected to rise as more theatres are able to participate.

Review

"Secrets of Monte Carlo"

(*Republic*)

A CONVENTIONAL tale of a multi-million-dollar jewel theft, "Secrets of Monte Carlo" shuttles between such provocative locales as Monte Carlo and Hong Kong. Unhappily, the film has little of the glitter and mystery suggested by its settings. Although ably acted by a competent, but comparatively unknown cast, the picture is hampered by an obvious story that unfolds in a desultory manner.

John K. Butler's original screenplay opens on the Riviera where an Eastern potentate and his American bride are robbed of a king's ransom in jewels by a quartet of cosmopolitan thieves. The gang escapes to Hong Kong, and is followed by Robin Hughes, British insurance investigator, and his sister, Lois Hall. Also on the scene in Hong Kong is Warren Douglas, American business man who unwittingly becomes involved with the gang's female member, stylish June Vincent, in Monte Carlo. The action comes to a rather quick conclusion in Hong Kong. The gang is already riddled with dissension by the time Douglas, Miss Hall and Hughes take the thieves in hand and recover the stolen jewels.

Miss Hall and Douglas, playing a pleasant, although not too bright firecracker entrepreneur, provide the romantic interest. Stephan Bekassy and June Vincent make interesting, if not terrifying, heavies. William Lackey was associate producer. George Blair directed.

Running time, 60 minutes. General audience classification. Release date. June 20.

Coming Events

July 16-19—Pacific Coast Conference of Independent Theatre Owners annual convention, Del-mar Turf and Surf Club, Delmar, Cal.

July 23-26 — Council of Motion Picture Organizations-sponsored seminar for exhibitors and producers, Hollywood.

UJA's 'Tent City' Is Ready for Theatres

"Tent City," the first film drama to be produced for a nationwide campaign of the United Jewish Appeal, has been released for showings in communities throughout the U. S. in both 16mm. and 35mm. It will be made available to theatres.

The work of Baruch Dienar, Israeli producer-director, the picture was shot in its entirety at the Beit Lid Reception Camp near Lydda, Israel.

TV for Detroit House

CAMDEN, N. J., June 27.—Wisper-Wetsman Theatres of Detroit have ordered an installation of RCA theatre TV equipment for its Eastown Theatre in that city, RCA has announced.

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UK Tax Plan

(*Continued from page* 1)

the Cinematograph Exhibitors Association, who from the start of negotiations last spring has championed the small exhibitor. Not only does the tax on the lowest priced seats remain unchanged, but the tax on one shilling tickets has been reduced by a farthing.

As previously reported, the price of all seats over one shilling will be increased but the exhibitor and the government will share the increase in varying degrees. Producers will also share to a greater extent by an increased allotment to the Eady Production Pool.

Estimates based on the present theatre income show that the Treasury will gain approximately £6,800,000, the exhibitors about £1,800,000 and the producers about £1,850,000. These figures are admittedly speculative and may vary according to the box-office.

Details of Gaitskell's proposals, slated to be announced tomorrow, follow:

Seats up to and including 7d. remain exempt from tax as hitherto; on seats of 9d. and 10d. the present duty remains unchanged; in regard to seats of 1s.0d. the price remains unchanged but the tax is reduced by 1d.

An increase of 3d. on seats of 1s.3d. and 1s.6d., of which 1½d. will be additional entertainment tax; an increase of 3d. on seats of 1s.10d. of which 1¾d. is additional entertainment tax; an increase of 3d. on seats of 2s.4d. and 2s.10d. of which 2d. is additional entertainment tax; an increase of 4d. and upwards on seats over 2s. 10d. of which increase, in each case, all but 1d. will be taken by entertainment tax.

Tax Exemptions

(*Continued from page* 1)

promised the President to try to have a bill through both houses and to the White House early in September.

The Finance Committee today in executive session heard Congressional tax staff experts explain the provisions of the House bill. Secretary of the Treasury Snyder is slated to lead off the open hearings tomorrow.

To Honor Warners

(*Continued from page* 1)

opening of the theatre and its renaming in honor of the late Sam Warner.

"Strangers on a Train," Alfred Hitchcock's new picture, will have a premiere showing that evening following the commemorative ceremonies. Equipment newly installed in the theatre includes the first Broadway installation of RCA instantaneous large screen television.

SIMPP Meet

(*Continued from page* 1)

feature length motion pictures and educational and cultural programs."

The resolution instructed president Ellis G. Arnal to express SIMPP's views to the FCC in order to expedite approval of subscription televising. Thirty members attended the meeting.

Arnall and all incumbent officers were re-elected. The selection of delegates was referred to the executive committee for action later.

Review

"Interrupted Journey"

(*Lopert Films*)

A BETTER-than-usual British importation is contained in "Interrupted Journey," starring Richard Greene and Valerie Hobson. It was well directed and acted and departs somewhat from the usual British film pattern. A surprise twist at the end lacks credibility but serves to give the picture added punch and excitement.

Daniel Birt directed and Anthony Havelock-Allan produced this Valiant Films offering which tells a weird story with much skill. Greene comes through with a very fine performance that makes up for weak points.

The story is an old one and the aim obviously was to create suspense and tension rather than to provide a consistent and credible tale. Miss Hobson is good in a difficult part and Tom Walls does himself proud as the kindly railroad inspector suspecting murder. Greene is about to leave his wife and go off with pretty Susan Wilding, the wife of his publisher, played by Christine Norden. Nervous, he suspects that they are being shadowed. In the train he believes himself cornered and as they pass his house, he pulls the emergency cord and jumps off. Minutes later, an express rams into the train and Susan, her husband and the detective are believed killed. Walls establishes that Greene was on the train but lays off when he learns that a mixup in the signals would have caused the accident anyway. Then the jealous husband turns up and police come to arrest Greene on the charge that he shot Susan before leaving the train.

In the end, Greene catches up with Wilding and is shot, but it turns out that most of his adventure was but a figment of his imagination. There really is no train crash and, realizing he is making a mistake, Greene leaves Susan and, actually pulling the emergency cord, returns home.

Running time, 80 minutes. General audience classification.

164 Companies Use MPA Title Bureau

The title registration bureau of the Motion Picture Association of America last year serviced 164 companies, an all-time high for the 25-year-old project, it was disclosed here in the annual report of Margaret Ann Young, director of the bureau.

The 146 non-MPAA members and 16 member companies who used the service registered 4,078 new titles last year. Some 213 titles were rejected because of duplication or identity with titles on record. Sixty titles were disallowed during the year because they failed to conform to the moral or social standards of the Production Code.

Titles Protested

Nearly 500 of the titles registered last year were protested on grounds of harmful similarity to existing registrations. By amicable negotiation to an extent unique in the film industry, all but eight of these conflicts were settled between the companies concerned. The conflicts that could not be resolved on the company level were submitted to MPAA's title registration committee for arbitration.

RKO Film Ads

(*Continued from page* 1)

In addition to expenditures for advertising, a considerable portion of the budget is earmarked for exploitation tie-ups, such as the display of the "Honeymoon House" featured in "Behave Yourself!" in Macy's Department Store in Kansas City. Tie-ups with national advertisers through the Wald-Krasna merchandising department are also included in the sales drive.

"Current box office figures prove that the pictures making money are those getting the heaviest sales campaign," stated Wald. "The producer today must give as much attention and careful planning to selling a motion picture as he does to the production."

Dodd a Northio Manager

HAMILTON, O., June 27.—James C. Keefe has resigned as city manager of the Northio circuit, in charge of the Paramount Theatre here, to accept a position in an executive capacity with the Louis Wiethe circuit in Cincinnati. He has been succeeded by William Dodd, formerly with RKO in Cincinnati, but more recently manager of various houses in Boston.

Colosseum

(*Continued from page* 1)

tributors cited have presented the companies' side of the issue will it be possible for the Board to determine whether there is justification for calling a formal hearing.

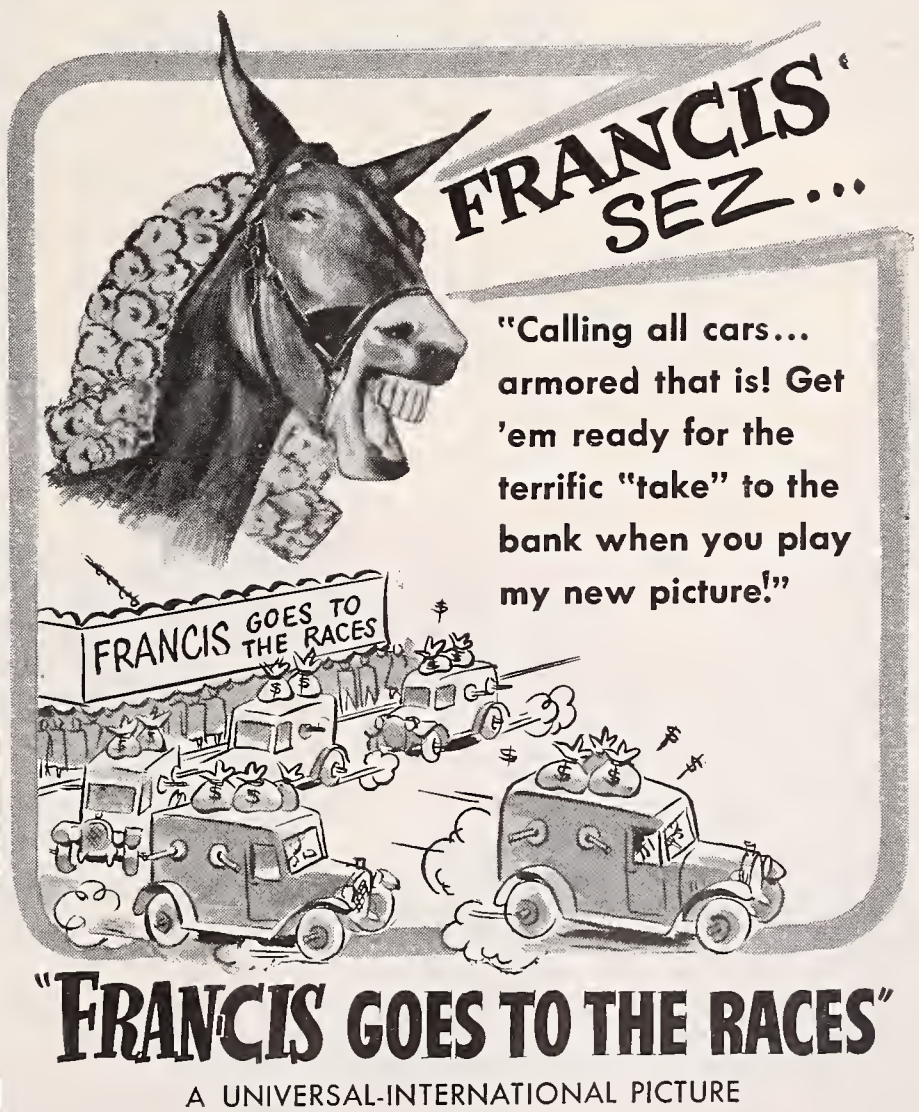
The Colosseum's general counsel, David Beznor, filed the charge several weeks ago in Chicago when new contract negotiations broke down over the question of pay raises. Beznor contended that the companies dealt unfairly when they refused to substantiate with actual records the claim that business had declined to the point where salesmen's salaries could not be raised more than four dollars a week at this time. The union has been seeking an increase of 10 per cent, or nine dollars per week.

Goodman Is Chairman

Bernard Goodman of Warner Brothers is chairman of the Distributors' Negotiating Committee, which represents, in addition to Warner, the following: Paramount, 20th Century-Fox, Loew's, Columbia, Universal, RKO Pictures and Republic.

Holland to Produce

William Holland, president of Hyperion Films, Inc., is negotiating a deal with independent producer John Kullers, to make a series of 26 TV films dealing with prison life in the United States, tentative title: "In My Cage." Local syndicate will finance production, which is slated to go before the cameras in the early Fall.




TRADE RAVES ROCKET THE WORD OF THIS SENSATIONAL MONEY-MAKING WINNER!
"Terrific. Potent boxoffice!" —Showmen's
"Tense throughout!" —Boxoffice
"Excellent!" —Variety
"What it takes to hypo grosses!" —M. P. Daily
"Strong. Make boxoffice mark!" —Independent
"Nerve-jangling excitement!" —Film Daily
BOXOFFICE
DYNAMITE
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NEW YORK
PARAMOUNT THEATRE
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JOHN GARFIELD · SHELLEY WINTERS
hits the screen in
HE RAN ALL THE WAY
A ROBERTS PRODUCTION
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Produced by Bob Roberts
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VOL. 69. NO. 126 NEW YORK, U. S. A., FRIDAY, JUNE, 29, 1951 TEN CENTS

Demands a Cut In Rentals for Delayed Prints

'Lessened Values' Should Be Compensated: NCA

MINNEAPOLIS, June 28.—Delays of print deliveries brought about because of print shortages should bring rental cuts according to the length of the delay and the resultant lessened value of the film to the exhibitor, North Central Allied declared.

NCA charges that the "so-called print shortage, long an industry bugaboo, has taken on a new meaning with the advent of TV." NCA advances the thought that to meet TV competition of entertainment and news or sports events that are "going on at the very moment," it is incumbent upon distributors to expedite the bringing of their product to the public.

NCA's attitude on the print situa-

(*Continued on page 4*)

Snyder Statement Holds Vague Hope For Tax Bill Foes

WASHINGTON, June 28.—Leading off the Senate Finance Committee's open hearings on the House-approved tax increase bill, Treasury Secretary Snyder suggested today that the Senate might want to continue its policy of "deferring revenue-losing legislation, unless the case for it is compelling on grounds of equity."

This relatively vague statement was the only thing in Snyder's 17-page testimony that could even remotely be considered as bearing on the House provisions exempting non-profit enter-

(*Continued on page 5*)

Adams, Keeter in New U.A. Posts

Byron Adams has been appointed manager of United Artists' Atlanta branch and Harold Keeter appointed office manager of the Charlotte branch, it was announced here yesterday by William J. Heineman, distribution vice-president. Adams replaces John Bachman, who resigned to take over the Monogram exchange at Charlotte.

Morison to Coast On Trade Practices

Washington, June 28.—Anti-trust chief H. Graham Morison is enroute to the West Coast for an on-the-spot investigation of film industry trade practices in the Los Angeles and Southern California area. Morison is scheduled to make one or more stop-offs on the way, and probably will not arrive in Los Angeles before the early part of next week.

Independent exhibitors of Los Angeles recently complained to the Department of Justice about troublesome trade practices in that area.

Special Aides Will Plan MPA's Case For TV Channels

WASHINGTON, June 28.—The Motion Picture Association of America will hire special engineers and counsel to work up the Association's scheduled presentation before the Federal Communications Commission in the fall on theatre television frequencies, it was reported here today.

There had been some suggestion that because of divergent views of some of the member companies, the MPAA might not take part in the fall hearings. However, it is learned, the Association now will definitely take part and will ask for channels, and the special engineers and counsel will be used to work up a position acceptable to all organization members.

Distributors Unite With Tex. Showmen For Business Drive

Cooperation of all distributors' Texas salesmen in a state-wide box-office drive to be staged by exhibitors under Council of Motion Picture Organizations auspices early in the fall was pledged at a luncheon yesterday at the Astor Hotel here. Plans for the drive were outlined by Col. H. A. Cole of Allied of Texas, and Robert J. O'Donnell of the Interstate Circuit.

The luncheon was attended by sales and advertising heads of all major companies.

Expressing enthusiasm over the manner in which the drive had been set up, the sales heads agreed that each of the 60 film salesmen covering the Texas territory shall visit 25 theatres, giving his exclusive time for two weeks beginning Aug. 15, to enlisting the cooperation of all of the state's 1,500 exhibitors.

O'Donnell and Cole said the Texas

(*Continued on page 2*)

Eyssell New Head of Rockefeller Center

The election of G. S. Eyssell, head of Radio City Music Hall, as president of Rockefeller Center, Inc., was announced here yesterday by Nelson A. Rockefeller, chairman of the board of the real estate firm which operates the 15-building mid-Manhattan development which houses scores of film industry, radio and television firms.

Rockefeller resigned as president but remains as chairman of the board.

Eyssell, who has been executive

(*Continued on page 6*)

Drive-ins Call for Price Plan on Per-Person Basis

In what is believed to be the first really comprehensive, nationwide survey among the country's 3,000 drive-ins to determine their plans, policies and procedure, *Motion Picture Herald* today will report that the exhibitors who run the 3,000 drive-in operations believe, by an overwhelming majority, as follows:

That admission should be charged on a per person rather than on a per car basis and, by a slightly lesser majority; that children should be admitted free; that drive-ins should and will compete more aggressively for early runs; that the sale of

(*Continued on page 4*)

Navy Night on the 'Great White Way'

Top military leaders, celebrities and industry executives will join in paying tribute tonight to the Navy's underwater commandos at the world bow of 20th Century-Fox's "The Frogmen" at New York's Roxy Theatre.

It will be Navy night on the Great White Way, as the strains of "Anchors Aweigh," played by the 40-piece U. S. Navy School of Music Band blare forth the signal for the festivities to begin. After a parade

(*Continued on page 6*)

Coast Seminar To Delve Into Kalmus Offers

Seek Hollywood Answer On Color Expansion Bid

The July 23-26 Council of Motion Picture Organizations seminar in Hollywood is slated to go deeply into the three alternatives of Dr. Herbert T. Kalmus, Technicolor president, for meeting exhibition's persistent demands for more films in color.

Exhibitors in general are known to be gratified at having the opportunity which the round-table conference will offer to get the frank reactions of producers and distributors to the proposals Kalmus made in New York last week upon his return from Europe.

Kalmus' alternatives to the industry included an offer by Technicolor to make its "know-how" available to any laboratory under license agree-

(*Continued on page 4*)

2nd Test Convinces Circuit Executives Of TV Potential

Satisfied with the second demonstration of theatre television's drawing power, circuit executives and local exhibitors returned here yesterday from out-of-town theatres imbued with confidence concerning the box-office potential of the new medium.

Warner's Stanley Theatre at Philadelphia attracted many of the observers from New York because it had the latest installation and because of the city's size and proximity. Loew's Oscar Doob was one of the visitors there and on his return yes-

(*Continued on page 5*)

Arnall to Present SIMPP Video Stand

HOLLYWOOD, June 28. — Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, today left here by train for Atlanta and plans to proceed to Washington, D.C., at an early date to present SIMPP's position in favor of licensing "any worthy" subscrip-

(*Continued on page 4*)

Personal Mention

W. A. SCULLY, Universal Pictures domestic sales consultant, left here yesterday for the Coast.

•

KATHRYN BEAUMONT, the voice of Alice in Walt Disney's "Alice in Wonderland," will sail with her mother, MRS. EVELYN BEAUMONT for England on the *SS Queen Elizabeth* today. Also sailing is WILLIAM C. WALSH, Disney studio executive, and MILTON BERLE.

•

PATRICIA O'SHEA, daughter of E.K. (TED) O'SHEA, vice-president of Paramount Film Distributing Corp., will wed THOMAS WORTHINGTON tomorrow at the St. Ignatius Loyola Church here.

•

E. B. WHITHAM, of the purchasing department of Wil-Kin Theatre Supply Co., Atlanta, and MRS. WHITHAM, recently celebrated their 25th wedding anniversary.

•

JACK BRODER, Realart Pictures board chairman and president, has returned to Hollyood from New York following a series of board and stockholders meetings.

•

BUD CHALMAN, co-owner of A-B-C Booking Service, Atlanta, has returned home after a week in Atlanta Hospital.

•

CHARLES CARPENTER, manager of the New York office of Technicolor, will marry SARA 1. ROSSMAN on Aug. 4.

•

MELVIN EDELSTEIN, RKO Radio Pictures manager in Puerto Rico, has returned to San Juan from New York.

•

BETTE DAVIS and her husband, GARY MERRILL, will sail from England for New York tomorrow.

•

JOSEPH A. MCCONVILLE, Columbia foreign executive, will return here from abroad tomorrow.

•

BERT FRIEDLOB, 20th Century-Fox producer, left here for the Coast yesterday.

•

DOROTHY GISH will sail from here tomorrow for Europe on the *SS Atlantic.*

John Kane Is Named Para. Boston Head

John Kane, Paramount salesman in Boston, has been named sales manager of the Boston exchange by Hugh Owen, Paramount's Eastern and Southern division manager. Kane replaces Jack Brown who was recently promoted to the post of Buffalo branch manager.

Also at the Boston exchange, head shipper William Hepburn has been promoted to the booking department and is replaced by his assistant, Jack McCarthy.

They Outline COMPO Drive Plan for Texas



R. J. O'Donnell H. A. Cole

Texas Business Drive

(*Continued from page* 1)

campaign would be coordinated with the nationwide box-office drive now being organized by COMPO. Present plans, they said, call for the start of the campaign between Sept. 1 and 15, so that it will mesh into the COMPO effort now scheduled to begin Oct. 1. In any event, it was pointed out, the Texas drive will be either a pilot operation in advance of the COMPO campaign or a part of it.

The kickoff of the Texas effort will take place at a meeting in Dallas on Aug. 15. This will be attended by all Texas circuit heads and their staffs, local exhibitors, New York sales representatives, COMPO leaders and company salesmen.

Started several weeks ago, the plans call for the production of a special press book, special paper and lobby decorations and other material.

Charles Carden of Fort Worth has been engaged for three months as executive director of the drive. His headquarters will be in Dallas and his staff will include volunteer workers from Texas theatres.

Present at the luncheon besides O'Donnell and Cole were: W. F. Rodgers, Charles M. Reagan, H. M. Ritchey, Si Seadler and Dan Terrell of M-G-M; A. W. Schwalberg, Ted O'Shea, Jerry Pickman and Sid Blumenstock, Paramount; Al Lichtman, William Gehring, Charles Einfeld and Edward Aaron, 20th Century-Fox; Ned E. Depinet and Arthur L. Mayer of COMPO; Barret McCormick, RKO; Bernard Goodman and Gil Gowen, Warner; Morey Goldstein, Monogram; Abe Montague, Columbia; Al Daff and Maurice Bergman, Universal; James O'Gara and Walter Titus, Republic, and William Heineman, United Artists.

Canada Host to Johnston

TORONTO, June 28.—The Canadian government was host to Eric Johnston, who took part in conferences with Federal officials, including C. D. Howe, Minister of Defense Production, on economic collaboration between the United States and Canada. Johnston came up from Washington as Administrator of the U. S. Economic Stabilization Agency.

Pryor to Coast Post

Thomas M. Pryor, motion picture news editor of the New York *Times*, will fly to Hollywood on Monday to become Hollywood film correspondent succeeding Thomas F. Brady, who has resigned.

Plans Mapped for 'Schwalberg Drive' At Coast Meet

LOS ANGELES, June 28.—Managers of the six branches in Paramount's Western division today concluded a two-day meeting here on final plans for the "Salute to Al Schwalberg" sales drive scheduled for July and August.

The meeting, presided over by division manager George Smith, was a follow-up to the one held recently by E. K. O'Shea, sales vice-president of Paramount Film Distributing Corp., and Jerry Pickman, director of advertising-publicity.

Discussion centered on release plans for the balance of the summer and fall, with emphasis on Billy Wilder's "Ace in the Hole," Hal Wallis' "That's My Boy," George Stevens' "A Place in the Sun," Frank Capra's "Here Comes the Groom," Pine-Thomas' "Passage West," Nat Holt's "Warpath" and Wallis' "Peking Express."

Branch managers on hand included: Henry Haustein, Seattle; Ward Pennington, Denver; H. Neal East, San Francisco; Wayne Thiriot, Portland; Frank H. Smith, Salt Lake City; A. R. Taylor, Los Angeles, and Harry Haas, St. Louis. Also sitting in was Lester Coleman, assistant to George Smith.

Services Tomorrow For David Warfield

A requiem mass will be offered tomorrow morning at the Church of the Blessed Sacrament here for David Warfield, 84, one of the leading stage actors of the first quarter of this century, who died Wednesday night at his Manhattan home.

Warfield, who retired in 1924 at the height of his career, had been the original partner of the late Marcus Loew in establishing a penny arcade on 14th Street, New York. The actor put up all of his savings and persuaded Loew to leave the fur business and embark in the entertainment field.

Surviving are the widow, Mrs. Mary Gabriele Warfield, whom he married in 1899.

Loyola Cites Sullivan For Industry Efforts

BALTIMORE, June 28.—Loyola University's recent bestowal of the honorary degree of Doctor of Literature on Gael Sullivan, Theatre Owners of America executive director, was accompanied by a citation for his efforts in behalf of "the stabilization of the motion picture industry through the policy of a return to wholesome, high quality family entertainment."

Greenberg in WB Post

Berry Greenberg has been named manager for Warner Brothers in Puerto Rico by Wolfe Cohen, the company's general foreign manager. Greenberg succeeds Richard Buchanan, resigned.

Depinet Drive Ends; Business Was Good

The "Ned Depinet Drive" for 1951, which has been conducted by RKO Radio since the end of last year, was concluded yesterday with what the company described as "two outstanding weeks of business."

RKO salesmen honored Robert Mochrie, sales vice-president, in the last session, by "the highest grossing weeks in the drive," the company said. Leading at the end of the 26th week were Charlotte, Denver, New Orleans and Atlanta in this country, and Montreal and Calgary in Canada.

'IA' Wins Election At Loew's Exchange

"White collar" workers at Loew's New York exchange yesterday transferred their union allegiance from the Screen Office and Professional Employees Guild (DPOWA-District No. 65) to IATSE Motion Picture Home Office Employes Local No. H-63. The two unions have for many years been in rivalry for jurisdiction over industry "white collar" employes in New York.

The Loew's exchange switch was accomplished through a National Labor Relations Board election in which SOPEG declined to compete, its incumbency notwithstanding. The vote was 33 for H-63 to two for "no union." The NLRB ordered the election when it was discovered recently that SOPEG's contract with the exchange contained union security wording that made it invalid.

Russell M. Moss, executive vice-president of the "IA" local, said following receipt of the election results that as soon as official certification is received from the NLRB he will ask the exchange management for a meeting to discuss wages and working conditions.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

JOHN GARFIELD
SHELLEY WINTERS
in
HE RAN ALL THE WAY
PARAMOUNT TIMES SQUARE
in Person
CARMEN CAVALLARO
And His Orchestra
CY REEVES FOUR EVANS
Extra
JUANITA HALL
Midnight Feature Nightly

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Clear The Track For

PEKING EXPRESS



Due In August From PARAMOUNT —High Speed Action That Scoops The Headlines About China Today

MORE BETTER BIGGER PICTURES

HAL WALLIS' PRODUCTION STARRING

JOSEPH CORINNE EDMUND
COTTEN · CALVET · GWENN

with MARVIN MILLER
Directed by WILLIAM DIETERLE
Screenplay by John Meredyth Lucas
Adaptation by Jules Furthman
From a Story by Harry Hervey

Timeliness Sells! And has so much excitement not since the same producer made "Casablanca" been so precisely timed to the day's news . . .

NPA Allotments to Films Satisfactory

Washington, June 28.—Third-quarter allotments of steel, aluminum and copper to film industry firms under the Controlled Materials Plan have been "very satisfactory," National Production Authority film chief Nathan D. Golden declared here today.

He said that allotments "represent a very good portion of what the studios and other firms asked for, and you can say that in spades."

Rouse Here for Talks With Heads of U. A.

Russell Rouse, new United Artists producer who is associated with Clarence Greene as Hollywood's newest producing-directing-writing team, is in New York for conferences with UA vice-presidents William J. Heineman and Max E. Youngstein on national distribution and promotion plans for "The Well," most recent Rouse-Greene production for Harry M. Popkin.

E. Arnstein Joins Pathe Laboratories

Eugene Arnstein, former comptroller of Eagle Lion Classics, has been appointed to an executive position with Pathe Laboratories here, effective immediately.

Drive-ins' Price Plan

(*Continued from page* 1)

food and drink brings in between 30 and 40 per cent of the total gross; that Westerns and action pictures in color are by far the best type of product for their use; that about half of their audience is made up of people who do not normally attend indoor theatres, and that drive-ins are affected by television far less than other theatres.

In contrast to widely held opinion, the poll indicated an overwhelming number of drive-in operators charge admission on a per person rather than a per car basis. A total of 88 per cent of those replying said they now charged on a per person basis.

Many of the replies on the majority side added the qualification that a per car basis should be used one or two nights a week to encourage the family habit.

Vote on Children

The vote in favor of admitting children free was almost as heavy as the per person majority. A total of 81 per cent of those replying indicated free children's admission in one form or another is a positive must. Some who voted for free children's admission qualified the ages and of these, most were in favor of setting the limit at 12 years. Only a few said the limit should be eight years. The practice of admitting children free was said to be clearly recognized as a means of building family attendance.

The emergence of the drive-in theatre as a respected member of regular theatre operation has led to its urge to climb to a better position in the distribution setup. This point was strongly expressed in the heavy majority who voted to compete more aggressively for better runs, and in some cases first runs. The vote was 88 per cent in favor of better runs and 12 per cent for those who are satisfied with their present position.

Complaints about high film rentals, even for subsequent runs, were common, the *Herald* survey shows.

Concession Returns

On the matter of concession returns the majority of replies (40.8 per cent) said that from 30 to 40 per cent of the total theatre gross came from the sale of food and drink. Some, however, found that this department did not yield so well.

Many of the replies stressed the value of such things as children's playgrounds, car trays, attractive and convenient refreshment counters, adequate intermission time and other means of building concession grosses.

Westerns ranked highest in demand by exhibitors for drive-in showing with a majority of 46 per cent. Comedy was next in appeal with 41 per cent, followed by action pictures, 35 per cent; musicals, 22 per cent, and family films 19 per cent. Almost all indicated the strong value of color in action and outdoor films.

Star Names

Very few operators mentioned that star names have any pull at the box-office. In the miscellaneous classifications, with a total vote of nine per cent, were mystery pictures, historical drama, war, religion and straight drama. Gangster and sex themes were voted out. The demand for clean entertainment is even more marked at the drive-ins than at regular houses.

There is apparently a wide difference of opinion among operators as to the number of people attending drive-ins now who did not or do not normally attend indoor theatres. A wide range of voting bears this out. Estimates go from zero to 20 per cent (nine per cent of the replies) to 70-100 per cent (13 per cent of the replies). The heaviest number of replies place it somewhere between 40 and 50 per cent (26 per cent of the replies). The next largest group estimated it from 60-70 per cent (19 per cent).

The survey showed that it is obvious from the heavy majority in voting, 98 per cent to two per cent, that the drive-ins are doing everything they can to help the theatre-going habit, with slogans, exploitation and publicity. Several operators are seriously conscious of the necessity of encouraging the habit.

There was a heavy vote (86 per cent) on the question, "Do you think drive-in theatres are affected less than regular houses by television competition?"

Many of those who voted felt the decline of television programs in the summer and the concurrent desire of most people to get out of the home in the warmer weather operate to the advantage of the drive-in theatre.

Seminar

(*Continued from page* 1)

ment; an expression of willingness to see Technicolor embrace any other color system, and an offer by Technicolor to invest millions of dollars to increase its facilities so a greater number of orders could be handled.

Leaders of exhibitor organizations have contended on many occasions that the competition of television in general and color television in particular must be met by increasing substantially the number of color pictures made available to theatres.

Further planning for the seminar will take place today at a meeting here between Arthur L. Mayer, COMPO executive vice-president, and Gael Sullivan, chairman of the all-industry agency's seminar committee.

Trailers

Sullivan is understood to be prepared to urge seminar adoption of a proposal that theatres be fed periodically with "cooperative" trailers. At Theatre Owners of America regional meetings recently in Mississippi and New Mexico he found exhibitors "enthusiastically willing" to show such trailers, which would advertise pictures due at competitive houses as well as at the theatre where the trailer is seen. Sullivan termed the favorable reaction a manifestation of the "spirit of enlightened competition."

Meanwhile, one of the primary aims of exhibition at the seminar will be to secure production's commitment to increase the annual output of pictures, according to exhibition spokesmen.

Delayed Prints

(*Continued from page* 1)

tion was set forth in a special bulletin linking the suggestion for more prints and earlier playdates to distributor advertising. The bulletin says NCA can find no fault with such type of advertising, but points out that while the greater part of film revenue is garnered on top pictures from first-runs, the "gravy" is gathered from subsequent runs and small towns and asserts that if distributor advertising was supplemented by enough prints and more current showings, "it would help a lot."

Hits Republic

The NCA bulletin says the Republic decision to sell pictures to television "will certainly prove to be a sorry thing for this industry."

Arnall to Capital

(*Continued from page* 1)

tion television systems to the Federal Communications Commission.

Meanwhile, congratulatory telegrams were received by SIMPP for its subscription TV stand, adopted at its annual meeting here yesterday, from David Loew, president of Telemeter Corp., and Eugene McDonald, the head of Phonevision.

Wald-Krasna TV 'Plugs'

HOLLYWOOD, June 28.—Two television advertising trailers and two promotional films for television are being prepared by Jerry Wald and Norman Krasna for use in selling their first two films, "Behave Yourself!" and "The Blue Veil," it was announced here yesterday.



Loudspeakers for Overflow Crowd At Next TV Bout

ALBANY, N. Y., June 28.—Loudspeakers will be set up outside Fabian's Palace here on July 12 to enable the expected overflow crowd to hear the blow-by-blow account of the Layne-Marciano bout, which will be the next exclusive theatre telecast, it was announced by Sam Rosen, Fabian vice-president.

Rosen said the size and enthusiasm of last night's turnout for the La Motta-Murphy fight augured well for the future of the newest type of theatre presentation.

Restrictions on standees kept the total attendance down to 3,700 as compared to the previous crowd of 4,300. Saul J. Ullman, Fabian upstate manager, estimated that an additional 1,000 tickets could have been sold last night if the seats had been available.

The video pictures on the 18 by 24 foot screen were clearer than those of the Louis-Savold fight and the close-ups were excellent. It is probable that the theatre patrons had a better view than many of the fans at the Yankee Stadium.

Life magazine had a crew of reporters and photographers covering the fight at the Palace.

Report Improved TV Reception in D. C.

WASHINGTON, June 28.—RKO Keith's officials today said they would definitely carry the July 12 Layne-Marciano fight, on the basis of the success of last night's fight telecast.

They stated that projection was better and the image clearer last night than for the Louis-Savold fight, indicating that outdoor fights may be better than indoor bouts for theatre television purposes.

A ringside feeling was developed with hawkers going up and down the theatre aisles selling ice cream and popcorn, and the capacity audience entered into the spirit, shouting to the fighters and generally acting as if they were at the ringside.

Gerber Slightly Discouraged

Morton Gerber, head of District Theatres, which carried the fight at the Lincoln Theatre here and at the Metropolitan in Baltimore, was slightly discouraged at last night's results. Both houses were only about two-thirds full. He said that in Baltimore there was continuous performance while here the house was cleared, indicating that this did not make much difference.

Pointing out that both the Lincoln and the Metropolitan cater almost entirely to Negro audiences, Gerber said he and his aides felt that for a sporting event to pull at their theatres on theatre TV there would have to be at least one Negro involved. He said this might not be true of political or other events.

Gerber indicated that he has some doubt as to the advisability of carrying the July 12 fight, on the basis of the La Motta-Murphy showing.

Technically, last night's telecasting was much better, Gerber said. He found the image much clearer, with better lighting and superior camera work.

See Potential in Theatre TV

(*Continued from page* 1)

terday reported the technical reception to be excellent and the crowd overwhelming.

"Still to be answered," said Doob, "is the question of what will happen when more than one theatre in a locality has the facilities to carry such an event. Full houses are not likely to be the rule when that happens."

Others at the Stanley included representatives of the Comerford and Brandt circuits, exhibitors from New Jersey and many Philadelphia exhibitors.

Fabian executives returning from Richmond, where Fabian's National carried the bout, reported that the 1,366-seat house was sold out at a price scale advance from 65 cents to $1.00, including tax. Attending from New York were Ed Fabian, Lou Golding, Nat Lapkin and Fred Haas.

Grainger Says

Andrew J. Grainger, head of Shea's television operations, said that the Fulton in Pittsburgh, which hiked its price to $1.50, including tax, failed to fill about 100 seats in the back rows of the balcony because patrons did not like the idea of buying a reserved seat in that location. He said that no price protests were voiced and that the same scale will prevail for the Layne-Marciano bout on July 12. Seats, however, will not be reserved, Grainger said.

Sol Schwartz, RKO Theatres president, said that the results in the circuit's houses in Washington and Cleveland were "excellent" and that the July 12 fight will be carried there.

The International Boxing Club blamed threatening weather for the less-than-expected gross of $116,000 for the actual fight at Yankee Stadium, but nevertheless said the TV and radio blackout helped attendance. A spokesman said the IBC was gratified with the success of the theatre telecast and that the experimentation will be continued.

Capacity Crowd at RKO Palace in Cleveland

CLEVELAND, June 28.—A capacity crowd filled the 3,300-seat RKO Palace for the telecast of the La Motta-Murphy bout last night. As with the previous Louis-Savold fight, the price scale was increased from the regular 75 cents to 90 cents.

Tivoli Crowd Misses Knockout Fight Round

CHICAGO, June 28.—A blank screen from the sixth round to the end of the La Motta-Murphy bout disappointed a sold-out house at the Balaban and Katz Tivoli, but Bill Corum's commentary kept the audience informed of the knockout.

The theatre's RCA TV equipment developed technical difficulties but the crowd, though displeased, was very orderly and accepted the situation with good nature.

According to local RCA engineers, the blank screen last night was caused by failure of the horizontal amplifier. The addition of standby amplifiers, a relative simple modification, would enable the projectionist to switch over in the case of failure of either the horizontal or vertical amplifiers, it was said.

The downtown State Lake was over three-quarters full for the second showing of the fight last night, made possible by the Paramount film storage TV equipment. Some people stood in line for almost four hours to see the repeat filming when they were unable to get in for the first show.

Theatre TV Foes Silent on Bout

The Television Fair Practices Committee, a group spurred into action by the exclusive theatre telecast of the Louis-Savold fight, had no comment to make yesterday on the La Motta-Murphy bout, also blacked out for home television. Jerome Marks, head of the 10 downtown lawyers who have declared "war" on theatre TV, Phonevision and all forms of box-office video, said that the group is studying ways and means to protect the TV set-owners' "rights" to free programs. He plans to go to Washington next week to confer with Federal Communications Commission officials.

A Correction

The La Motta-Murphy fight was televised at the State Lake in Chicago by the Paramount theatre television system, not the Dumont film storage system as reported in MOTION PICTURE DAILY yesterday.

Snyder

(*Continued from page* 1)

tainments from the admission tax, basing the tax on the price actually charged for reduced tickets rather than the full established price and exempting "business cost" items from the photographic film levies.

Snyder said he had always favored bringing about greater equity in the tax laws, but that the government badly needed revenue now.

He urged the Committee to vote $10,000,000,000 or better of new taxes, as originally requested by the Administration, rather than the $7,000,000,000 voted by the House.

Snyder renewed the Treasury's recommendations for higher taxes on television sets.

Senate Committee officials, meanwhile, said they had received requests from Allied States Association and "several other" exhibitor groups for permission to testify at the Senate hearings, but that the chances were that testimony would be limited and only one or two witnesses from each industry would be given a chance to appear.

They said so many persons from all fields had asked to testify on the House bill that they could not go through the file and pick out the names of the film groups.

However, they did indicate that Allied general counsel Abram F. Myers had asked leave to oppose the House provision exempting non-profit entertainments from the admission tax or to urge as an alternative exempting all theatres from the tax.

BOY
OH-BOY
OH-BOY!



That boy wonder, Bobby Driscoll, star of "Treasure Island," is even better in...

When I Grow Up

The picture that has all that delighted you in "Tom Sawyer" and "Huckleberry Finn"—and more!

thru UA

UA Will Roadshow Renoir's 'River'

Jean Renoir's "The River" will have its world premiere in New York at the Paris Theatre on Monday evening, Sept. 10, it was announced by William J. Heineman, United Artists sales vice-president. Produced by Kenneth McEldowney, "The River" will be presented here on a two-a-day, reserved-seat basis, representing a complete change of policy by the Paris Theatre.

"The River" will be road-shown by United Artists as the fourth of its series of two-a-day performances, begun by Laurence Olivier's "Henry V" and followed by "Red Shoes" and "Cyrano de Bergerac."

Navy Night

(*Continued from page* 1)

to the Roxy, the band will stage a pre-premiere concert outside the theatre. Following this, the Seaman Guard of the Naval Receiving Station in Brooklyn will demonstrate drill maneuvers, before taking up its position as honor guard for the evening, flanking the red-carpeted aisle up which the celebrities will proceed to the theatre.

Military leaders who are expected to attend the premiere include General Mark Clark, Vice Admiral Oscar C. Badger, Lt. Gen. Willis B. Crittenberger, Maj. Gen. James P. Hodges, Rear Admiral Walter S. DeLany, Rear Admiral J. M. Will, and Rear Admiral P. B. Nibecker.

Other honored guests at the premiere will include 35 former "Frogmen" heroes of World War II, who will march in a body up the center aisle.

Interviews with celebrities and other aspects of the festivities will be carried to TV viewers over WPIX-TV, to radio listeners by the Tex and Jinx Show (NBC), to theatregoers by Movietone News, and to members of Armed Services throughout the world by the Armed Forces Radio Service. Street crowds will hear the celebrities over a "P. A." system, with Jimmy Jemail, correspondent for the *Daily News,* as master-of-ceremonies.

Review

"Strictly Dishonorable"

(Metro-Goldwyn-Mayer)

A ROMANTIC comedy set in New York in the good old days of 1928 has been provided Ezio Pinza for his second screen appearance. As usual, his voice is irresistible, whether it dallies with a ditty or tackles an aria. The story proceeds with light-hearted mobility as it details the romantic confusions of an aging opera star. Lending support to Pinza are some cozy production values and a cast that also includes Janet Leigh, Millard Mitchell, Gale Robbins and Maria Palmer. The picture should make a convincing showing at the box-office.

Pinza's troubles begin when he angers a tabloid publisher by refusing to sing with his meager-voiced wife. Bent on breaking Pinza, the publisher runs every type of derogatory story about him, as well as some absurdly retouched and double-exposure photographs. When a stage-struck girl, Miss Leigh, falls in love with Pinza, he thinks she is merely bait set up to trap him by the hostile publisher. Pinza, with the aid of his press agent, Mitchell, plans a counter attack which involves having Miss Leigh photographed in a compromising pose. When it is learned that Miss Leigh is sincerely, if naively in love with Pinza, a marriage of convenience is planned to save her reputation.

This sets into motion a series of complications, especially since an old girl friend, Miss Palmer, threatens a breach of promise suit. In the course of events the institution of marriage comes in for a bit of spoofing. The screenplay, by Melvin Frank and Norman Panama, whips up a grand finale in which everything ends happily. Frank and Panama also handled such chores as direction and production. Among the songs Pinza sings are "Everything I Have Is Yours," "I'll See You in My Dreams," "Songs of the Golden Calf" and "The Return of Caesar."

Running time, 96 minutes. Adult audience classification. Release date, July 6.

MANDEL HERBSTMAN

Tie Talent Policy To Craft Wages

WASHINGTON, June 28. — Officials of the new Salary Stabilization Board said today that the board would probably exempt Hollywood talent personnel from salary control if the Wage Stabilization Board decides to exempt studio craft employes and other film industry wage earners from wage controls.

The board issued a formal statement emphasizing that the salary of stars and other talent employes are still under control.

The studios have been following their traditional salary practices under a special letter from the old WSB, but board officials say that a special panel will be "set up very soon" to study salary policies for film workers, baseball players and other talent employes.

Eyssell Named

(*Continued from page* 1)

vice-president of Rockefeller Center, Inc., since Nov., 1949, will assume his new post immediately. Prior to his association with Rockefeller Center, in 1933, when he joined the executive staff of Radio City Music Hall, Eyssell was an executive with Paramount-Publix in California, Texas and New York.

In 1942 he became president and managing director of the Radio City Music Hall Corp. In 1948 he was named executive manager of the entire Rockefeller Center development and in 1949 executive vice-president.

PARAMOUNT TRADE SHOWS

Thursday, July 5th, 1951

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BING CROSBY · JANE WYMAN
ALEXIS SMITH · FRANCHOT TONE
JAMES BARTON

in

Frank Capra's

"HERE COMES THE GROOM"

with

Robert Keith and introducing Anna Maria Alberghetti

Produced and Directed by Frank Capra

Associate Producer Irving Asher • Screenplay by Virginia Van Upp, Liam O'Brien and Myles Connolly • Story by Robert Riskin and Liam O'Brien

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	8 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	1:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 Sauth Harwaod Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.
JACKSONVILLE	FLORIDA THEA'S SCR'NG RM., Flarida Thea. Bldg., Jacksanville	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 Narth Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82-88 State Street	8 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 Sauth Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
*OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport St. (Monday, July 9th)	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 Narth 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard af Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st Sauth Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Avenue	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2 P.M.

*Will be trade shawn Monday, July 9th in Omaha anly

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